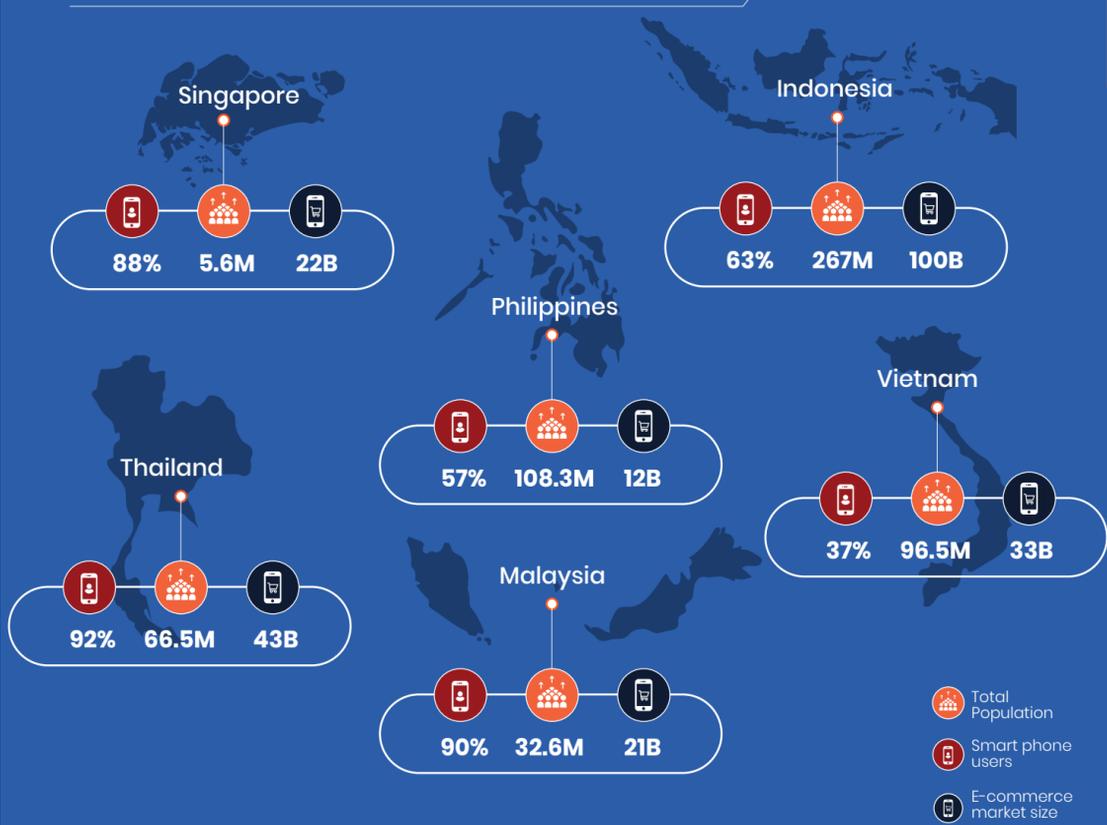


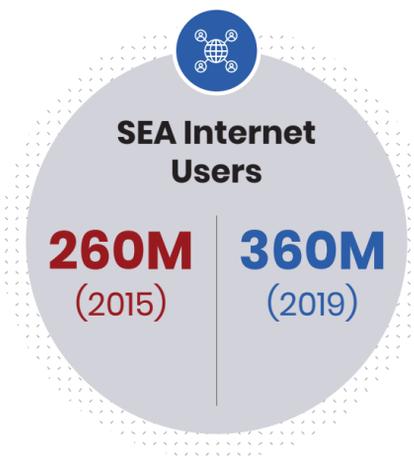
SEA eCommerce Market Spotlight Part I: Top Trends



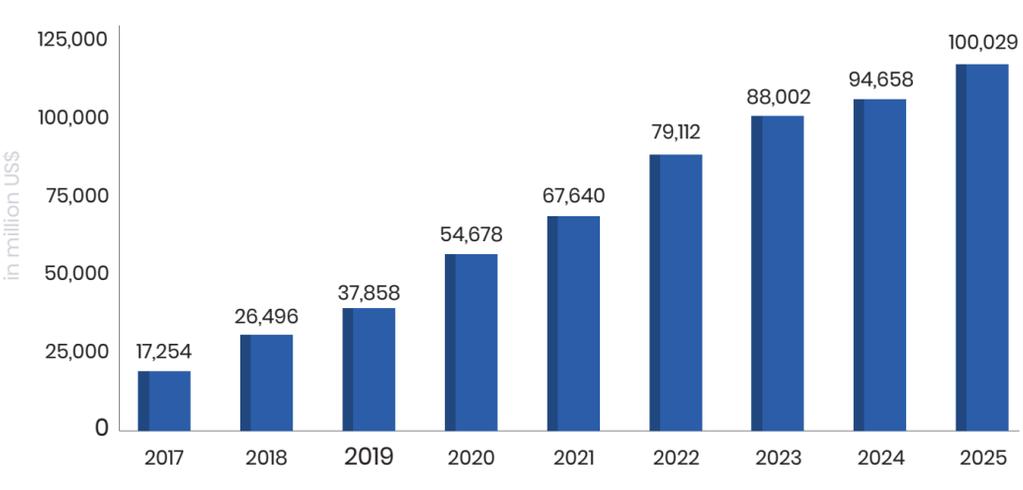
The Southeast Asia Market Overview



Appetite for eCommerce continues to rise



YoY Revenue Growth



Key Trends Driving Growth

- Faster and cheaper mobile internet
- Bigger eCommerce players driving further growth of new players
- Affordable devices
- Increasing per capita disposable income
- Maturing customer journeys
- Rise of ride-hailing apps

Mobile App Retention Rates (2019)



Top shopping apps by downloads, June 2019–May 2020

RANK	ID	MY	PH	SG	TH	VN
1	Shopee	Shopee	Shopee	Shopee	Shopee	Shopee
2	LAZ	LAZ	LAZ	LAZ	LAZ	LAZ
3	tokopedia	mudah.my	W	W	SHOPEE	JD
4	Bukalapak	SHOPEE	SHOPEE	SHOPEE	W	TIKI.VN

Top Product Categories

- Travel
- Electronics and Physical Media
- Fashion & Beauty
- Furniture & Appliances
- Toys and Hobbies

Sources: Statista | Dasm | Blackbox | Singstat | Baigo | Trading Economics | Blog Google