



E-commerce in Asia Pacific

April 2023

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Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific accounts for almost half of global e-commerce sales

Growth slows but remains positive in e-commerce in Asia Pacific

Livestreaming a popular sales model in Chinese e-commerce

Quick commerce has yet to prove its long-term profitability in South Korea

Social commerce developing in India

LEADING COMPANIES AND BRANDS

High concentration levels in most Asia Pacific countries

JD.com continues closing the gap on Alibaba

Top three players all generate almost all of their sales in their home market of China

Shopee and Tokopedia moving up the rankings

FORECAST PROJECTIONS

Asia Pacific expected to register healthy growth rates throughout the forecast period

Chinese authorities' new livestreaming regulations should support its continued growth

South Korean e-commerce players planning to boost their fulfilment capabilities

India and Japan developing differing routes to last-mile delivery

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive Landscape

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India: Competitive Landscape

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Vietnam: Competitive Landscape

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