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Retail in Frontier Markets in South Asia: Three Key Trends for 2025

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Frontier markets in South Asia: Overview

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Chart 2 - Retail in the Context of Asia Pacific

Retail in 2024: The big picture

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Bangladesh leads retail with strong e-commerce growth, while Pakistan struggles offline

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Retail e-commerce grows due to rising internet access and consumer convenience preferences

Chart 5 - Retail Breakdown by Channel 2019-2024

THREE KEY RETAIL TRENDS

Building trust and local adaptability is essential for scaling e-commerce across frontier markets in South Asia

Digital tools and B2B platforms drive inclusive, efficient retail transformation across frontier markets in South Asia

Pakistan shutters USC, as mounting financial losses made subsidised retail unsustainable

LEADING RETAILERS

Affordability-focused retail, SME-driven e-commerce and rural sourcing reshape frontier markets in South Asia

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Localised platforms, mega-sale events and electronics assortments drove rapid growth

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Grocery retail success hinges on affordability, wider reach and trusted local sourcing

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