

Retail in Transition: Future E-Commerce Opportunities in Asia Pacific and Australasia

June 2021

Table of Contents

INTRODUCTION

About the report

Key findings

E-COMMERCE EMERGES AS THE DEFAULT SETTING

E-Commerce Emerges as the Default Setting

Although more mature, Asia's e-commerce market is buoyed by the crisis

Continued growth in region driven by global e-commerce leader China

Case study: XSYX rethinks last mile via community group buying model

Category spotlight: Apparel and footwear continues to lead

Case study: Lazada's LazLive as part of "shoppertainment" strategy

HOW SHOPPING BEHAVIOURS CONTINUE TO EVOLVE

How Shopping Behaviours Continue to Evolve

Digital purchases using personal computers witness subdued growth

Mobile-driven purchases continue to see an uptick in user base

Consumer spotlight: Older generation adapts to technological shifts

Shopping behaviours also evolve in other ways as a result of the crisis

Companies focus on last mile to meet growing consumer expectations

Case study: Indian government strengthens rural delivery with eStore

IDENTIFYING E-COMMERCE GROWTH OPPORTUNITIES

Identifying E-Commerce Growth Opportunities

Identifying the markets most primed for sustained e-commerce growth

E-commerce growth possible through optimisation rather than expansion

Food and drinks e-commerce shows significant opportunities

Favourable conditions in South Korea's e-commerce landscape

Case study: Coupang uses vast logistics network to allow faster delivery

E-commerce market expected to expand by USD1 trillion by 2025

Grocery e-commerce to drive further growth in the region

Case study: Coles Australia makes it easier to buy groceries online

HOW TO WIN IN ASIA PACIFIC AND AUSTRALASIA

How to Win in Asia Pacific and Australasia

Three countries to watch in the region for e-commerce development

Key opportunities

Key challenges still to overcome

Key takeaways about e-commerce in Asia Pacific and Australasia

Recommendations for how to win in retail's digital-first era

What to consider when evaluating your e-commerce strategy

Learn more about how to win in the digital-first era

APPENDIX

About the Digital Consumer Survey and Voice of the Industry: Digital Survey

About the E-commerce Readiness Model

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-transition-future-e-commerce-opportunities-in-asia-pacific-and-australasia/report.