



Global E-Commerce Intelligence
we report, you grow

SAMPLE REPORT
ASIA-PACIFIC B2C E-COMMERCE MARKET 2024
PUBLICATION DATE: FEBRUARY 2024

PREFACE

Sample Report

OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

TERMS OF USE AND COPYRIGHT CONDITIONS

- This report is copyrighted. All rights reserved and no part of this report may be reproduced, stored in a retrieval system or transmitted in any form without the prior permission of the publishers.
- The information in this report does not constitute the provision of investment, legal or tax advice. Any views expressed reflect the current views of the original authors, which do not necessarily correspond to the opinions of yStats.com GmbH & Co. KG.
- The information in this report is provided for informational purposes only and without any obligation, whether contractual or otherwise. No warranty or representation is made as to the correctness, completeness and accuracy of the information given or the assessments made.
- We have taken every precaution to ensure that details provided in this report are accurate. The publishers are not liable for any omissions, errors or incorrect insertions, nor for any interpretations made from the document.

LEGAL NOTICE



Sample Report

OBJECTIVE

RELIABLE

This report is subject to the Terms & Conditions of yStats.com GmbH & Co. KG, which can be found at [yStats.com](https://www.ystats.com). By selecting this particular license, you agree to the Terms & Conditions which pertain to said license. Please be aware that any misuse of this product or any other product not in accordance with the aforementioned Terms & Conditions will result in legal action.

The licensing structure is as follows:

SINGLE USER LICENSE

■ allows one (1) user to access the downloaded report.

SITE LICENSE

■ allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report.

GLOBAL SITE LICENSE

■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

OBJECTIVE

RELIABLE

Sample Report

Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT



Sample Report

OBJECTIVE

RELIABLE

Report Coverage

- This report covers the B2C E-Commerce market in Asia-Pacific. Major advanced and emerging markets in this region are covered. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods and players. Not all types of information were included for each country, due to varying data availability.

Report Structure

- The report starts with a global overview of the B2C E-Commerce market, followed by regional data, including criteria relevant to B2C E-Commerce, such as B2C E-Commerce sales value, B2C E-Commerce product categories, as well as B2C E-Commerce payment methods. The rest of the report is divided into country chapters and presented in the descending order of retail E-Commerce sales.
- Country descriptions include an overview of the market, highlighting the overall B2C E-Commerce development in that country. Depending on data availability, overview charts also include information about the major E-Commerce players, the number of users, sales volume, livestreaming B2C E-Commerce data, leading product categories, share of sales, Internet economy and consumers' buying behavior. Not all the mentioned types of information are available for each of the countries covered.

DEFINITIONS

Sample Report

The following expressions and definitions are used in this market report*:

- **OEM PAY E-COMMERCE TRANSACTIONS**

OEM Pay E-Commerce Transactions are transactions made via the original equipment manufacturer app, such as Apple Pay, Google Pay, Samsung Pay, among others
- **REAL-TIME PAYMENTS**

Also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.
- **BUY NOW, PAY LATER (BNPL)**

a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **DIGITAL ECONOMY**

The digital economy is the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes.
- **E-CASH**

eCash, also known as electronic cash, is a form of digital currency that allows for the secure, anonymous, and untraceable transfer of funds.
- **CRYPTOCURRENCY**

A digital currency in which transactions are verified and records maintained by a decentralized system using cryptography, rather than by a centralized authority.
- **SOCIAL COMMERCE**

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.
- **CROSS-BORDER PAYMENTS**

Cross-border payments are financial transactions where the payer and the recipient are based in separate countries. They cover both wholesale and retail payments, including remittances. Cross-border payments can be made in several different ways.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

TABLE OF CONTENTS (1 OF 2)



Sample Report

OBJECTIVE

RELIABLE

1. **Key Takeaways**
2. **Management Summary**
3. **Global**
 - B2C E-Commerce Market Overview, February 2024
 - B2C E-Commerce Market Trends, February 2024
 - Social Commerce Market Trends, February 2024
 - Overview of the Online and Mobile Payment Trends in B2C E-Commerce, February 2024
 - B2C E-Commerce Market Size, in USD trillion, 2023e & 2026f
 - B2C E-Commerce Market Size, in USD trillion, 2022 & 2027f
 - B2C E-Commerce Sales Value, by Country/Region, in USD trillion, 2025f
 - Breakdown of Payment Method Types Used in B2C E-Commerce, in %, 2023e
 - Use of Credit Card Stored in a Mobile Wallet For Online Purchases, by Product Category, in % of Online Shoppers, April 2023
 - Use of Digital Wallet For Online Purchases, by Product Category, in % of Online Shoppers, April 2023
 - Use of eCash For Online Purchases, by Product Category, in % of Online Shoppers, April 2023
 - Use of Cryptocurrency For Online Purchases, by Product Category, in % of Online Shoppers, April 2023
 - Use of Pay-By-Instalments Plan For Online Purchases, by Product Category, in % of Online Shoppers, April 2023
 - Breakdown of Online Shoppers' Feelings Towards Select Alternative Payment Methods at Online Checkout, in % of Online Shoppers, April 2023
 - Total Number of OEM Pay E-Commerce Transactions, in USD billion, Growth in OEM Pay Transactions, in %, & Average Transaction Volume Per OEM Pay User, in USD, 2026f
 - Share of OEM Pay E-Commerce Transactions Stemming From Purchases of Digital Goods, in %, 2026f
 - Activities That Shoppers Desire AI Assistance With Throughout Their Shopping Experience, in % of Respondents, October 2023
 - B2C E-Commerce Loss Due to Online Payment Fraud, in USD billion, 2020 & 2023e
 - Share of B2C E-Commerce Revenue Loss to Fraud, in %, 2023
4. **Asia-Pacific**
 - 4.1. **Regional**
 - Overview of Online & Mobile Payment Trends in B2C E-Commerce, February 2024
 - Total Non-Cash Transaction Volume, in trillions, 2024f & 2027f

TABLE OF CONTENTS (2 OF 2)

Sample Report

OBJECTIVE

RELIABLE

4. Asia-Pacific (Cont.)

4.1. Regional

- B2B E-Commerce Non-Cash Transaction Volume, in billions, 2024f & 2027f
- Livestreaming Retail E-Commerce Sales, in USD billion, in % of Year-On-Year Change, 2023e-2027f
- Social Commerce Sales, in USD billion, in % of Year-On-Year Change, 2023e-2027f
- Top 10 Fastest Growing Retailers, in % of Year-On-Year Growth, 2022
- Top 10 Retailers, by Retail Sales Value, in USD billion, 2022

4.2. Southeast Asia

- TikTok Shop Market Overview, February 2024
- Digital Economy Value, in USD trillion, 2022 & 2030f
- B2C E-Commerce Sales, in USD billion, in % of Year-On-Year Change, 2022-2026f
- B2C E-Commerce Spending, by Payment Method, in USD billion, 2022 & 2027f
- B2C E-Commerce Sales Penetration, by Country, in % of Total Retail Sales, 2023e
- Breakdown of B2C E-Commerce Market Value, by Operators, in %, 2022
- Top Product Categories Purchased on Online B2C E-Commerce Site Zalora Using BNPL, in % of BNPL Payments, Q3 2022
- Breakdown of Payments Used on Online B2C E-Commerce Site Zalora, by Age Group, in % of Online Shoppers, Q3 2022

4.3. SEA, South Korea & Japan

- Total B2C E-Commerce Revenue, in USD billion, 2022 & 2027f
- Total Cross-Border Revenue, in USD billion, 2022 & 2027f
- Digital Economy Value, by Payment Method, in USD billion, 2022 & 2027f

4.4. China

- Total B2C E-Commerce Market Value, in USD trillion, 2023e & 2027f
- B2C E-Commerce Sales, in USD trillion, in % of Total Retail Sales, 2023e-2027f
- Livestreaming Retail E-Commerce Buyers, in millions, in % of Year-On-Year Change, 2023e-2026f

4.5. Japan

- B2C E-Commerce Spending, by Payment Method, in USD billion, 2022 & 2027f
- Most Used Payment Methods, in % of Respondents, January 2023
- Top 5 QR Code Mobile Payment Services, in % of QR Code Mobile Payment Users, January 2023

TABLE OF CONTENTS (3 OF 3)

Sample Report**4. Asia-Pacific (Cont.)****4.6. South Korea**

- B2C E-Commerce Payment Value, in USD trillion, 2022 & 2026f
- B2C E-Commerce Spending, by Payment Method, in USD billion, 2022 & 2027f

4.7. India

- B2C E-Commerce Market Size, in USD billion, 2022e, 2024f, 2026f & 2030f
- B2C E-Commerce Market Size, in USD billion, in % of Total Retail Market*, FY 2020-FY 2023
- Annual Number of Online Shoppers, in millions, in % of Year-on-Year Change, FY 2021-FY 2023
- Average Monthly Number of Online Shoppers, in millions, in % of Annual Online Shoppers, FY 2021-FY 2023
- Card Payment Value, in USD billion, 2023e & 2027f
- Number of Digital Payment Transactions, in billions, FY 2022-23 & FY 2026-27f
- Value of Digital Payment Transactions, in INR trillion, FY 2022-23 & FY 2026-27f

4.8. Australia

- BNPL Sales, in AUD billion, FY 2021 & FY 2022
- Breakdown of BNPL Revenue, by Age, in % of BNPL Users, February 2023

4.9. Indonesia

- B2C E-Commerce Market Value, in USD billion, 2023 & 2028f
- Breakdown of B2C E-Commerce Market Value, by Operators, in %, 2022
- Payment Methods Used For B2C E-Commerce Transactions, in % of Shoppers, 2022

4.10. Vietnam

- Share of Adults That Used a BNPL Service, in %, Q3 2022

4.11. Taiwan

- B2C E-Commerce Payments Value, in USD billion, 2022 & 2026f
- Breakdown of Most Preferred Online Payment Methods, in % of Internet Users, Q3 2022

4.12. New Zealand

- BNPL Transaction Value, in USD billion, 2023e & 2026f

TABLE OF CONTENTS



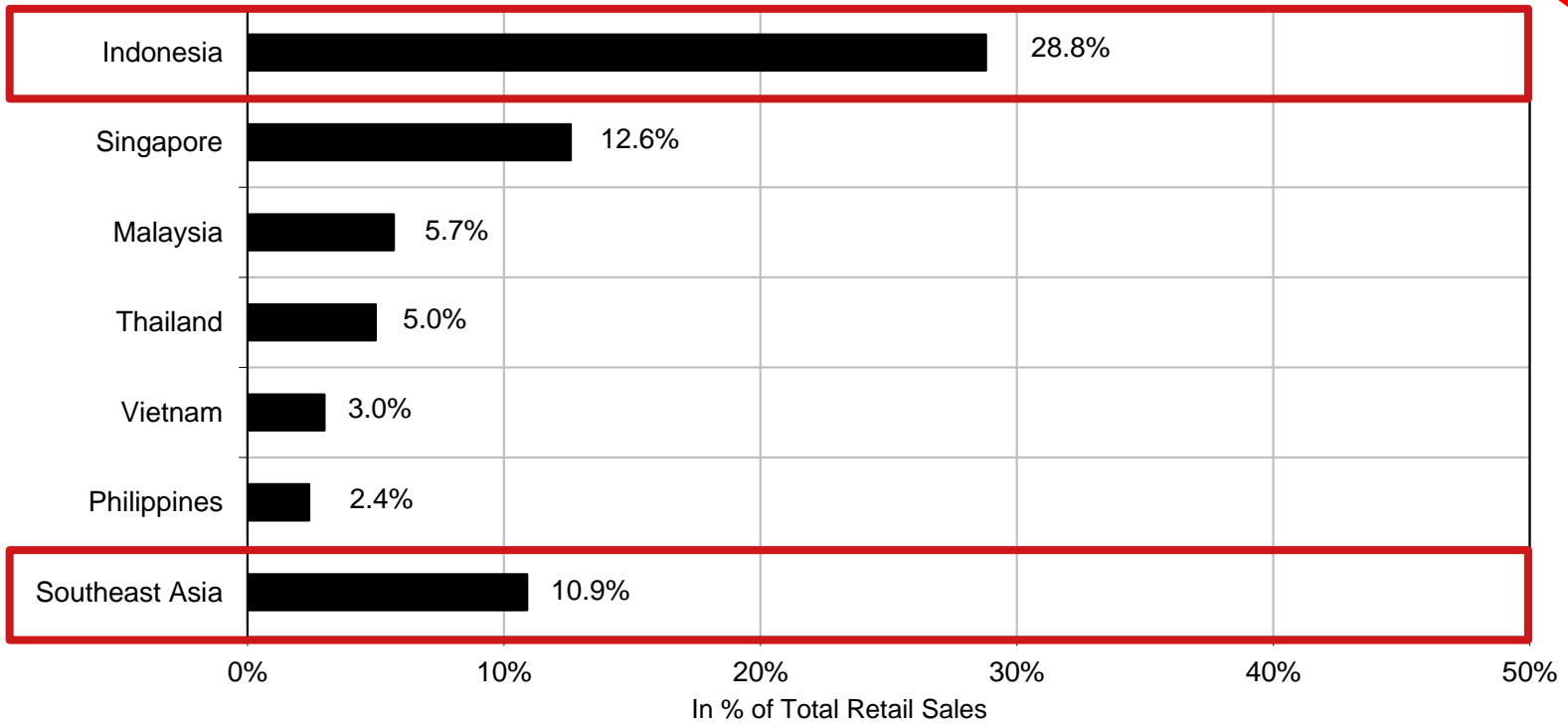
Sample Report

1.	Key Takeaways	10 – 11
2.	Management Summary	12 – 15
3.	Global	16 – 35
4.	Asia-Pacific	36 – 79
4.1.	Regional	37 – 43
4.2.	Southeast Asia	44 – 52
4.3.	SEA, South Korea & Japan	53 – 55
4.4.	China	56 – 58
4.5.	Japan	59 – 61
4.6.	South Korea	62 – 63
4.7.	India	64 – 70
4.8.	Australia	71 – 72
4.9.	Indonesia	73 – 75
4.10.	Vietnam	76 – 76
4.11.	Taiwan	77 – 78
4.12.	New Zealand	79 – 79



Compared to the 10.9% average in Southeast Asia, Indonesia has the highest est. B2C E-Commerce sales penetration in 2023e

SEA: B2C E-Commerce Sales Penetration, by Country, in % of Total Retail Sales, 2023e



Note: does not add up to 100% due to the nature of the data

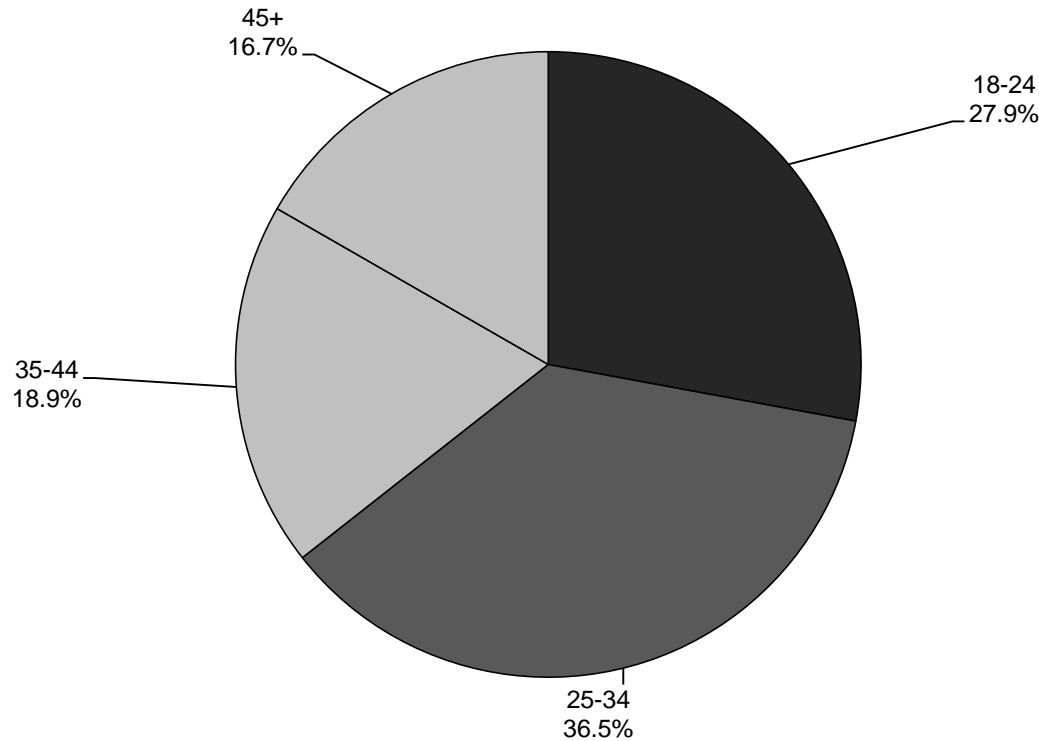
Definition: includes products or services purchased via the Internet using any payment or fulfillment method excludes travel and event tickets, as well as payment such as bill pay, taxes, money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

Source: Insider Intelligence, eMarketer, June 2023



In Australia, younger BNPL users aged 18-34 accounted for two thirds (64%) of the BNPL industry's revenue in February 2023

Australia: Breakdown of BNPL Revenue, by Age, in % of BNPL Users, February 2023





Global E-Commerce Intelligence
we report, you grow

ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

SOCIAL MEDIA

 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
 twitter.com/ystats
 facebook.com/ystats
 gplus.to/ystats.com

MORE NEWS?

Please subscribe to our Newsletter at www.ystats.com