



Global E-Commerce Intelligence
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SAMPLE REPORT

**ASIA-PACIFIC DIGITAL COMMERCE: MARKET
INSIGHTS AND PAYMENT INNOVATIONS 2024**

PUBLICATON DATE: MARCH 2024

PREFACE

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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.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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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.

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 apps 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.

▪ **LIVESTREAMING RETAIL E-COMMERCE**

A strategy of promoting goods via online videos where the retailers demonstrate the products and answer the audience's questions in real-time.

▪ **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.

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

DEFINITIONS



OBJECTIVE

RELIABLE

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

- OMNICHANNEL**

an approach to retail that strives to provide the customer with the seamless shopping experience across all retail channels, such as in-store, online and mobile. In Asia, some omnichannel practices are also known as O2O (online-to-offline).
- WEBROOMING**

a practice in retail where consumers browse/research the products online before making the purchase in-store; may also refer to customers using Internet-enabled mobile devices to browse/research/compare products online while being in-store.
- SHOWROOMING**

a practice in retail where consumers visit a store to browse or try on the products before buying them online (or via mobile).
- CLICK & COLLECT**

also known as BOPIS (buy online, pick up in-store), a service that allow customers to purchase an item online and collect it from a physical store branch, as opposed to a direct delivery to home or workplace.
- B2C E-COMMERCE**

the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- E-COMMERCE SALES**

the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- M-COMMERCE**

M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- 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.

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DEFINITIONS



Sample Report

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

- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **RECOMMERCE** buying and selling of used or pre-owned items via an online marketplace or store such as eBay and craigslist, among others.
- **CIRCULAR ECONOMY** a sustainable economic model that keeps reusing the materials of production. The aim is to keep using the same materials instead of discarding them via remanufacture and recycle for as long as possible.
- **SUSTAINABLE FASHION** apparel that has been produced, sold, and distributed in such a way as to minimize any damaging social and environmental impact. To become sustainable, a company must reduce negative impacts at multiple stages of the supply chain and of the product's lifecycle.
- **LUXURY SHOPPERS** luxury shoppers are those affluent buyers who spend on purchasing upscale and expensive items such as designer handbags, shoes, clothes, watches, jewelry, and beauty products, among other goods.

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DEFINITIONS



OBJECTIVE

RELIABLE

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

▪ **SECONDHAND LUXURY**

the secondhand luxury market or the luxury resale market is the one in which consumers of premium and luxury goods buy and sell pre-owned luxury items. Sellers sell them via stores or directly themselves, while buyers purchase the secondhand luxury items at discounted prices via resale websites.

▪ **ONLINE RESALE MARKETPLACES**

online marketplaces are digital stores where third-party vendors can sell their products to get a wider consumer reach. There are also dedicated online marketplaces such as Vestiaire Collective to sell pre-owned luxury items.

▪ **DIGITAL AUTHENTICATION**

the process of determining the validity in user identities presented digitally to a system.

▪ **NON-FUNGIBLE TOKENS (NFT)**

NFTs are those which are unique and cannot be replaced, unlike physical money or cryptocurrencies which are replaceable. NFTs consist of a digital signature to make them unique, and they could be in form of photos, videos, collectibles, trading cards, games, among others.

▪ **CROSS-BORDER RECOMMERCE**

the sale of reused or pre-owned goods to consumers directly in other countries via foreign (out-of-country) online shops and marketplaces. Goods are delivered from the country where the foreign shop is based or from a central logistics facility, i.e., across the country's borders.

▪ **GROSS MERCHANDISE VALUE (GMV)**

a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.

▪ **CONNECTED CARS**

Connected car is a car that can be linked to other devices via a network. The car connects via mobile data networks and can transmit data to other devices either inside or outside the car. This includes remote accessible services via smartphone.

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DEFINITIONS



OBJECTIVE

RELIABLE

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

- **IN-CAR INFOTAINMENT** A touchscreen or display mounted on the car dashboard that offers information about the vehicle as well as the outside environment. It also allows integration of mobile devices and autonomous driving in more advanced car models.
- **BIOMETRICS** Any means by which a person can be uniquely identified based on evaluation of one or more distinguishing biological traits, e.g., fingerprint, voice, retina/iris scan, and facial recognition.
- **BIOMETRIC AUTHENTICATION** Biometric authentication allows verification processes via recognizable user features. These include voice recognition, iris recognition, and fingerprint sensor.
- **IN-CAR PAYMENTS** In-car payments allows drivers to pay for an array of goods and services via the car dashboard, with the system operating via wireless connection such as Bluetooth Low Energy or long range-radio frequency. The driver activates the payment using voice or touchscreen commands.
- **PAY-PER-USE PAYMENTS** The payment system is a model wherein the customer pays for using the product or service rather than buying it. The more the use of the service the more the customer has to pay for it and vice versa.
- **ELECTRIC VEHICLES** A car that uses electric motor for its functioning which draws its current from storage batteries or from overhead cables.
- **CONTACTLESS PAYMENTS** Payments that do not require the need for cash or card for the purpose of making payments and work on RFID or NFC technology. The consumers can make payments via their smartphone or contactless card at payment terminal.

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DEFINITIONS



OBJECTIVE

RELIABLE

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

▪ VOICE ASSISTANTS

Voice Assistants, or Virtual Assistants, are computer-generated characters able to simulate a conversation and deliver information and fulfill various user commands. Virtual assistants can be installed in smartphones, laptops, voice-enabled speakers and other digital devices.

▪ VOICE PAYMENTS

Payments made using voice-enabled technology, e.g., via smart speakers.

▪ ONLINE TRAVEL

the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country's borders.

▪ ONLINE PAYMENT

Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.

▪ CONTACTLESS DELIVERY

A method of delivery where the parcel is left outside the door or dropped off at a specified location on the premises to avoid person-to-person contact when handing in the item.

▪ MOBILE PAYMENT

A wide definition of mobile payments includes payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.

▪ PROXIMITY MOBILE PAYMENT

A mobile payment where the merchant and the consumer are present in the same location and the interaction between the consumer's device (card, mobile device) and the POS is conducted using a proximity technology (e.g. NFC).

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DEFINITIONS

Sample Report

OBJECTIVE

RELIABLE

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

- **NFC & CONTACTLESS PAYMENT**

Near Field Communication is a set of standards to create radio communication by bringing devices close together or having them touch each other. In that way, contactless data exchange and contactless payment transactions using an NFC-enabled smartphone or other mobile device can take place. Similarly, contactless payments can be made by credit and debit cards enabled with the contactless technology.

- **ALTERNATIVE PAYMENTS**

Generally refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.

- **E-WALLET/DIGITAL WALLET**

A prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.

- **MOBILE WALLET**

A software solution that enables consumers to store payment credentials, such as credit or debit card information, and use the stored credentials to pay digitally for transactions made in-store, online or via mobile. Mobile wallets are installed on mobile devices which are used to complete payments. The examples of mobile wallets include Apple Pay, Samsung Pay and Google Pay. Mobile wallets are often included in the broader category of E-Wallets or digital wallets.

- **INSTANT PAYMENTS**

Electronic payment solutions for retail which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions and crediting of the payees' accounts and confirm the payment to the payer after payment initiation.

- **POINT OF SALE (POS)**

The place where a customer purchases products or services from a merchant, e.g., a retail store, gas station or restaurant.

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DEFINITIONS



OBJECTIVE

RELIABLE

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

▪ DIGITAL/VIRTUAL/ REMOTE HEALTH

The broad scope of digital health includes categories such as mobile health (mHealth), health information technology (IT), wearable devices, telehealth and telemedicine, and personalized medicine. Digital health technologies use computing platforms, connectivity, software, and sensors for health care and related uses. These technologies span a wide range of uses, from applications in general wellness to applications as a medical device. They include technologies intended for use as a medical product, in a medical product, as companion diagnostics, or as an adjunct to other medical products (devices, drugs, and biologics). They may also be used to develop or study medical products.

▪ TELEMEDICINE/ TELEHEALTH

Telehealth is the distribution of health-related services and information via electronic information and telecommunication technologies. It allows long-distance patient and clinician contact, care, advice, reminders, education, intervention, monitoring, and remote admissions.

▪ HEALTH TECHNOLOGY

Application of organized knowledge and skills in the form of devices, medicines, vaccines, procedures, and systems developed to solve a health problem and improve quality of lives.

▪ VIRTUAL VISITS/TELEVISITS

Tele visits allow healthcare providers to examine their patients in a remote setting via audio or video connection. This can be used for follow-up, introductory consultation, simple acute illness, adjusting therapy, among others

▪ GENOMICS

Genomics is an interdisciplinary field of biology focusing on the structure, function, evolution, mapping, and editing of genomes. A genome is an organism's complete set of DNA, including all of its genes.

▪ DIGITAL PHARMACIES

A pharmacy that operates over the Internet and sends orders to customers through mail, shipping companies, or online pharmacy web portal.

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DEFINITIONS



OBJECTIVE

RELIABLE

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

- **ELECTRONIC PAYMENT** Includes payment by means other than cash (e.g., cards, bank transfer, digital wallets, etc.), transacted via POS or online.
- **GAME REVENUE** Revenues generated in the global games market, excluding tax, betting, online gambling, and business-to-business service revenues.
- **DOWNLOADED/BOXED PC GAMES** PC games that can be downloaded from a website or purchased in form of CD/DVD.
- **METAVEVERSE** An emerging 3D enabled digital space that uses AR, VR, and other advanced technology allowing people to have lifelike personal and business experiences online
- **CLOUD GAMING** cloud gaming also known as gaming on demand or game streaming is a type of online gaming in which video games run on remote servers, while streaming it directly to a user's device. It refers to playing game remotely on cloud without the use of hardware.
- **PLAY-TO-EARN GAMES** Online games in which players can play and earn rewards in-game. The rewards maybe in the form of crypto tokens, virtual land, NFTs, and weapons. Players can earn these rewards by completing specific game levels, winning battels and defeating other players. Unlike traditional games, play-to-earn games also allow to transfer in-game assets outside the virtual world.
- **AR/VR TECHNOLOGY** Augmented reality is a real-world technology that adds to a gamer's surroundings via digital elements often with the help of camera, while virtual reality is a technology in an immersive world that replaces real-world environment with a simulated one

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DEFINITIONS



OBJECTIVE

RELIABLE

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

- **WEARABLES**

Smart electronic devices (electronic device with micro-controllers) that are worn close to and/or on the surface of the skin, where they detect, analyze, and transmit information concerning e.g., body signals such as vital signs, and/or ambient data and which allow in some cases immediate biofeedback to the wearer.
- **IN-GAME PURCHASE**

Refers to a fee paid by a user within a mobile gaming app that goes beyond the initial download. This may include purchase of items such as in-game virtual currencies, reward passes, playable characters, among others.
- **REAL MONEY GAMING**

This refers to games such as casino, bingo, sports, and poker played online in which real money is bet on as the outcome of the game.
- **FREE-TO-PLAY GAMES**

Free-to-play games are online games consisting of a business model in which the game designer does not charge the user to join the game
- **BLOCKCHAIN GAMING**

These are video games that use blockchain technology and its elements such as cryptocurrency and NFTs, allowing players to buy, sell and trade in-game items with other players.
- **E-SPORTS**

e-sports refers to a professional competition of computer and video games. It is a competition for professional gamers and is live streamed for viewers.
- **REAL-MONEY GAMING (RMG)**

Real Money Gaming means the offering, distribution, advertising, promotion and sale of any type of game, e.g., casino, bingo, poker, sports or sporting events, skill games, etc. played through Online Media in which real money is wagered on the outcome of the game.

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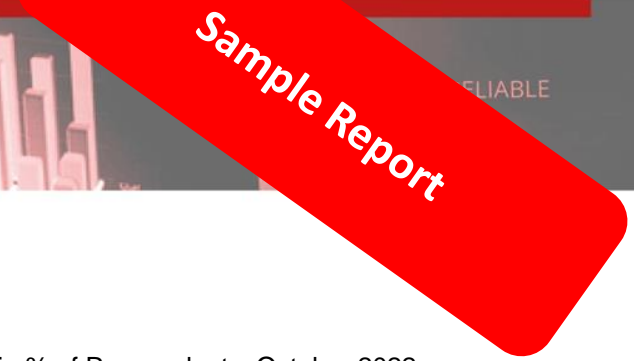
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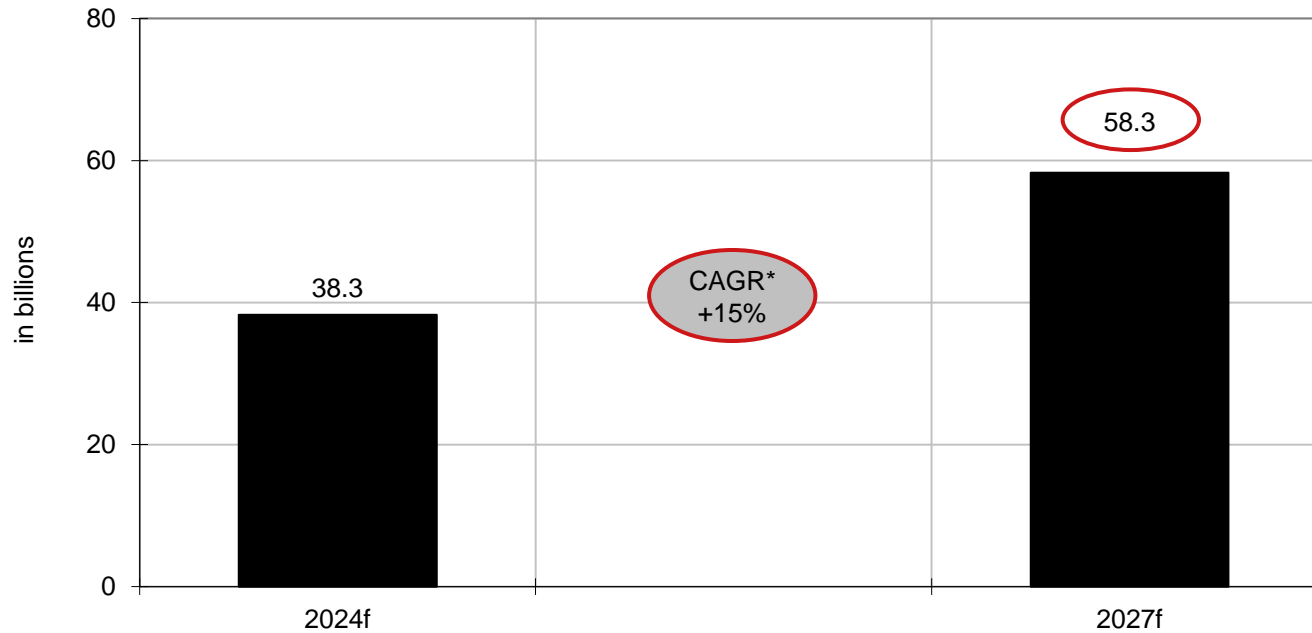
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In APAC, the B2B E-Commerce non-cash transaction volume is expected to reach 58.3 billion by 2027, with a +15% CAGR

APAC: B2B E-Commerce Non-Cash Transaction Volume, in billions, 2024f & 2027f

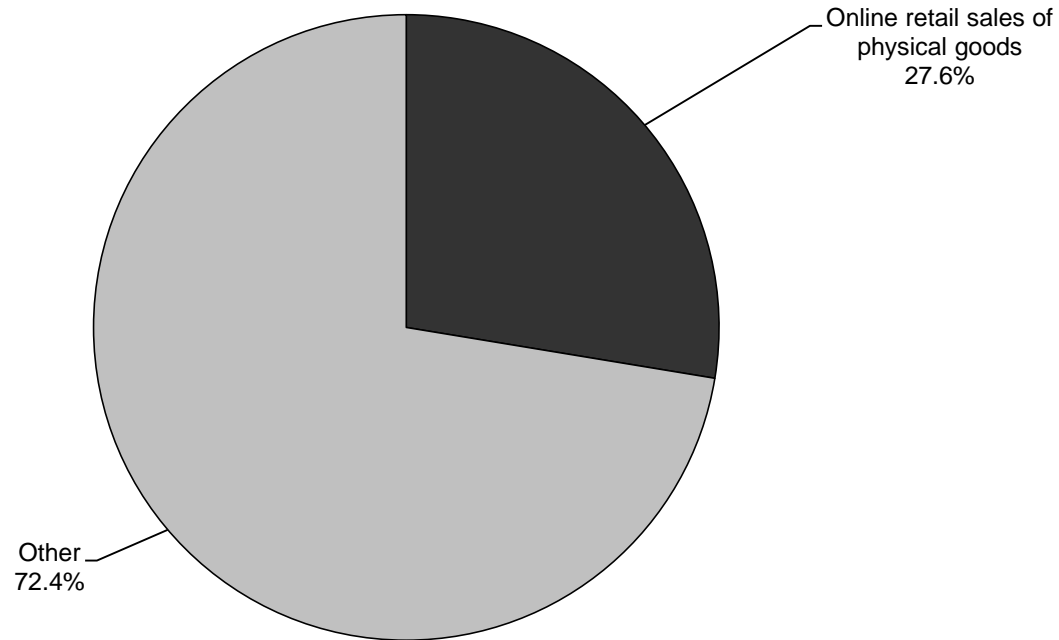


Note: *CAGR was calculated using the data provided by the source
Source: Capgemini, September 2023



The share of online retail sales making up total retail sales of physical goods in China reached 27.6% in 2023.

China: Share of Online Retail Sales of Physical Goods Making Up Total Retail Sales of Physical Goods, in %, 2023





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