



# Southeast Asian Map of E-commerce, Q2 2020

Impacts Of COVID-19 on  
Online Shopping Behaviours



# This Report Covers 6 Countries in Southeast Asia

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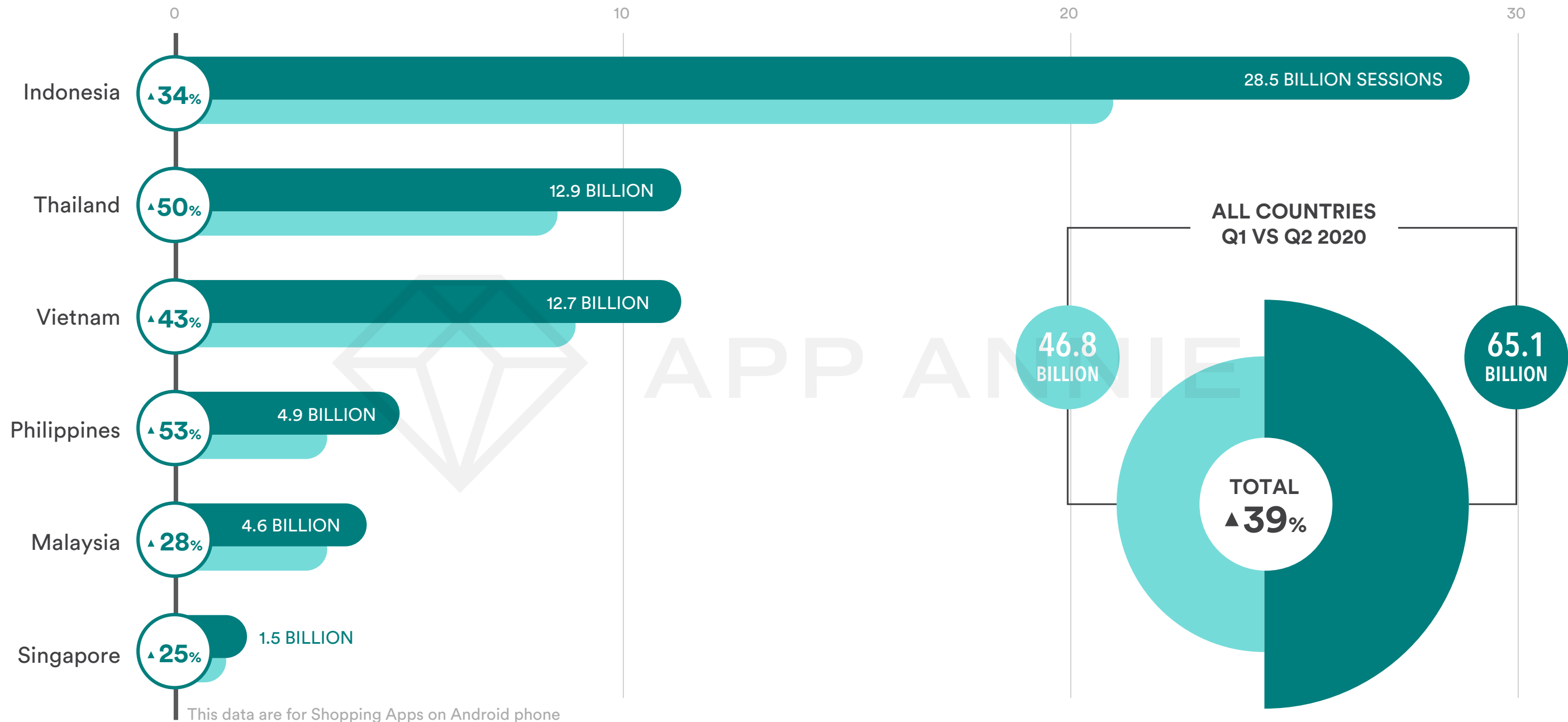


# Analysing Shopping Apps Usage in Southeast Asia, Q2 2020



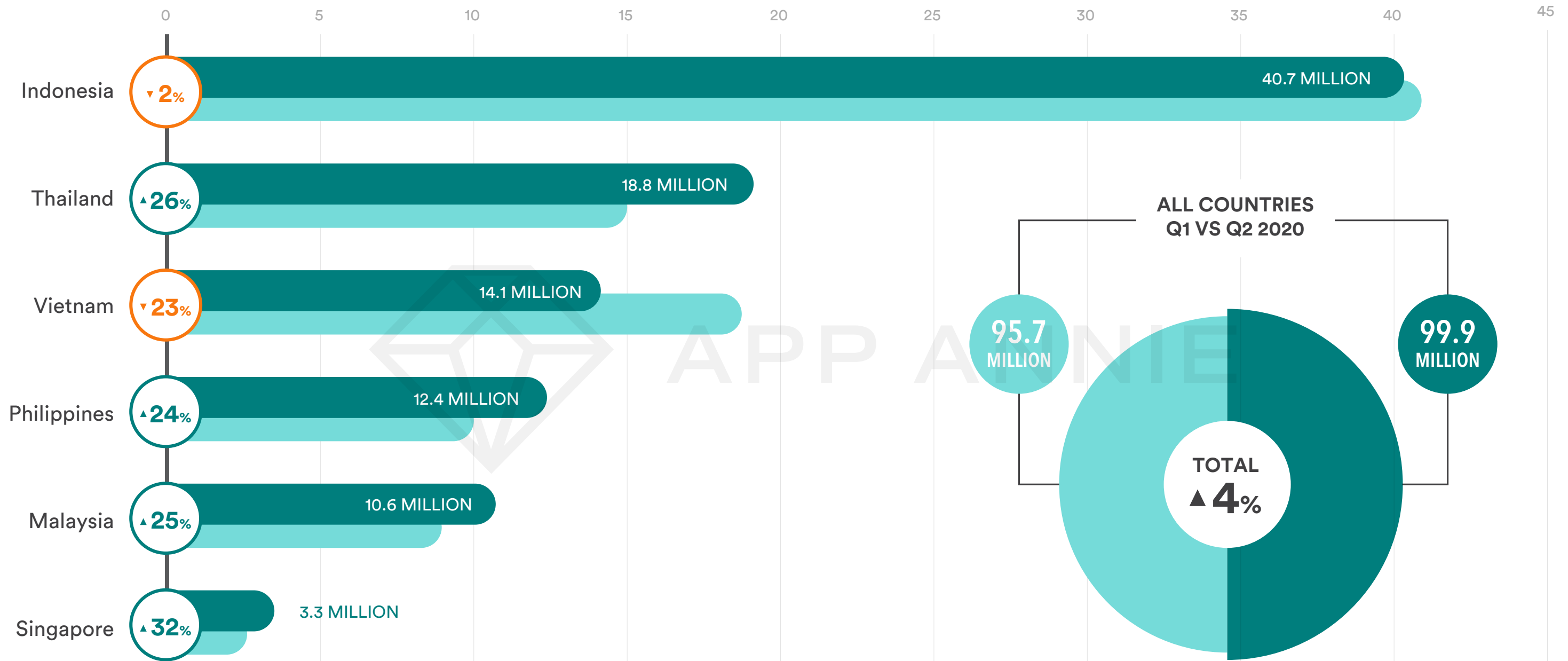
# Shopping Apps sessions in Southeast Asia increased by 39% in Q2 2020

2020 Q1 2020 Q2 Q1 VS Q2 GROWTH



# Total Downloads in Shopping Category Apps, Combined iPhone and Android Phone (Millions)

2020 Q1 2020 Q2 Q1 VS Q2 GROWTH



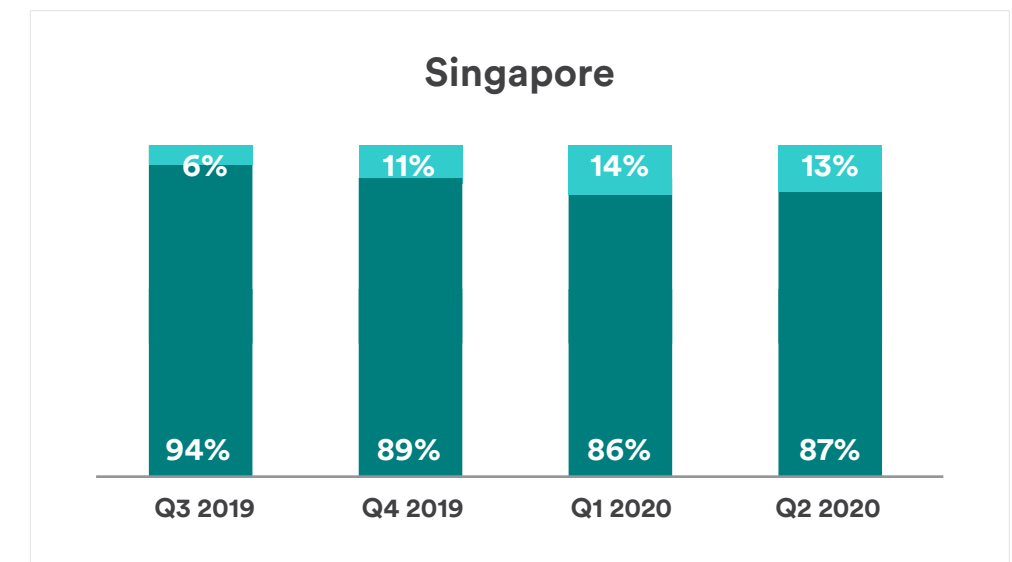
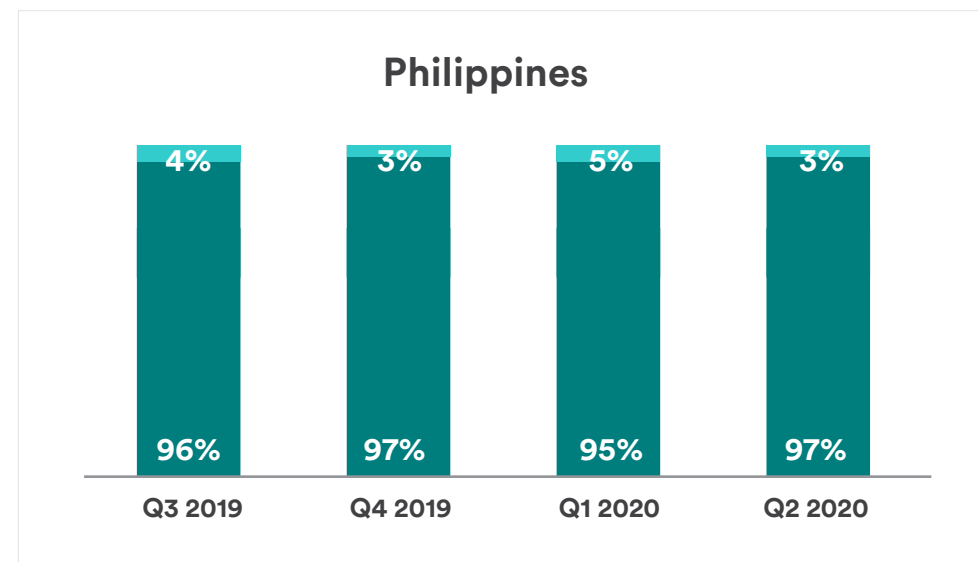
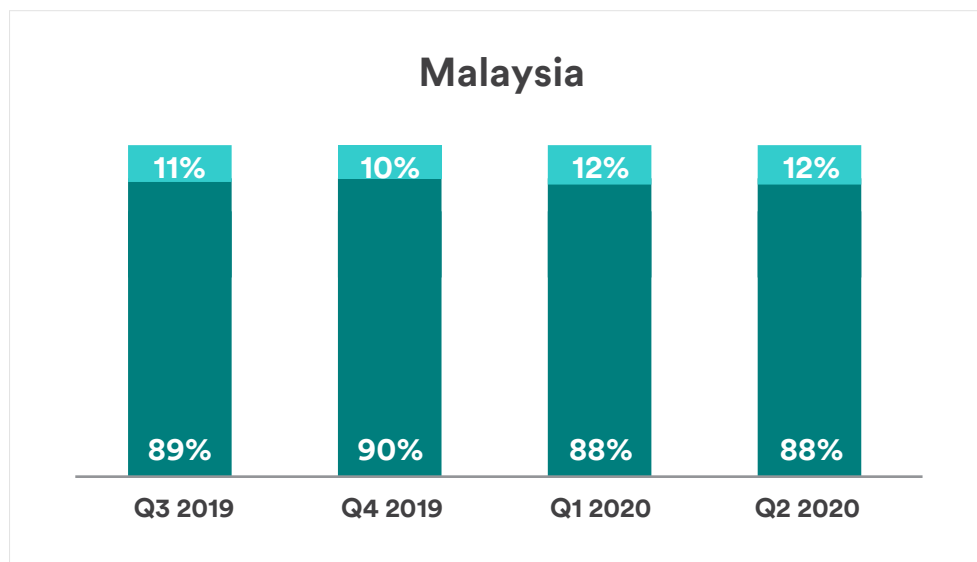
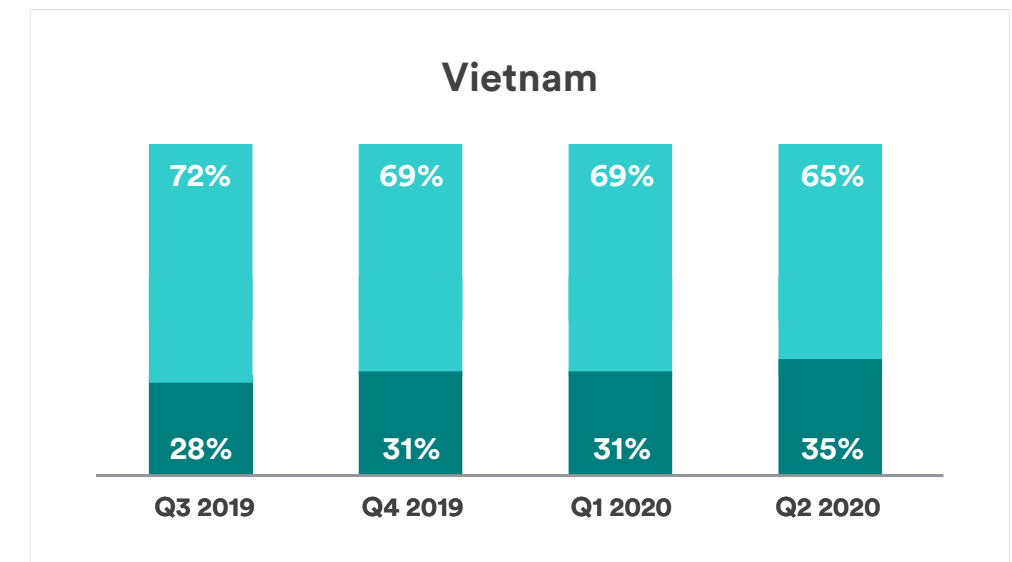
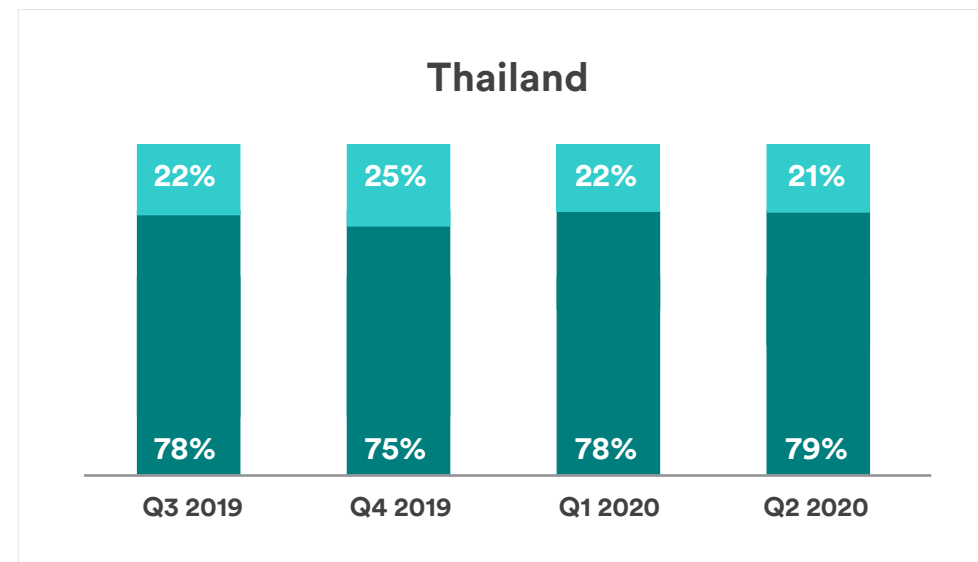
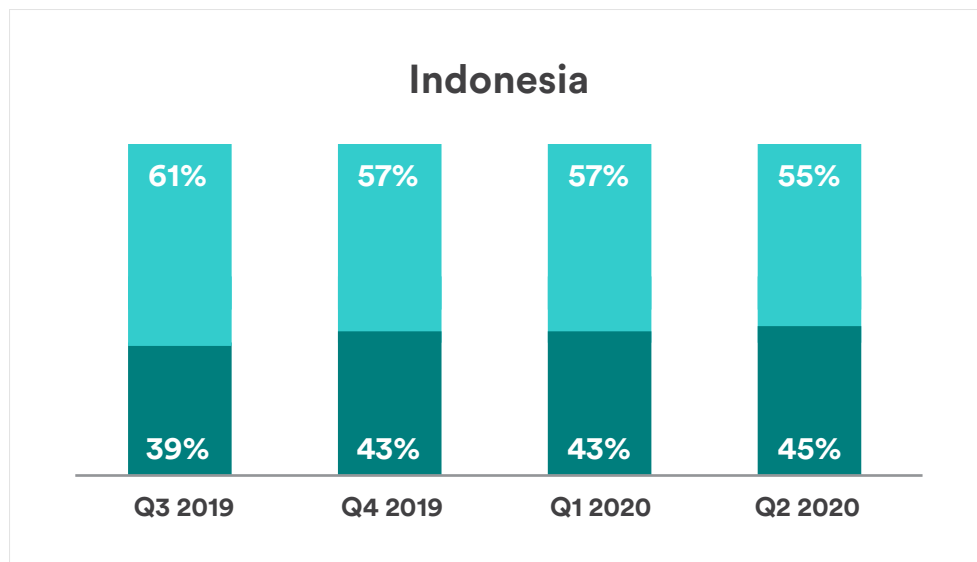


# Analysing Shopping Website Traffic in Southeast Asia, Q2 2020



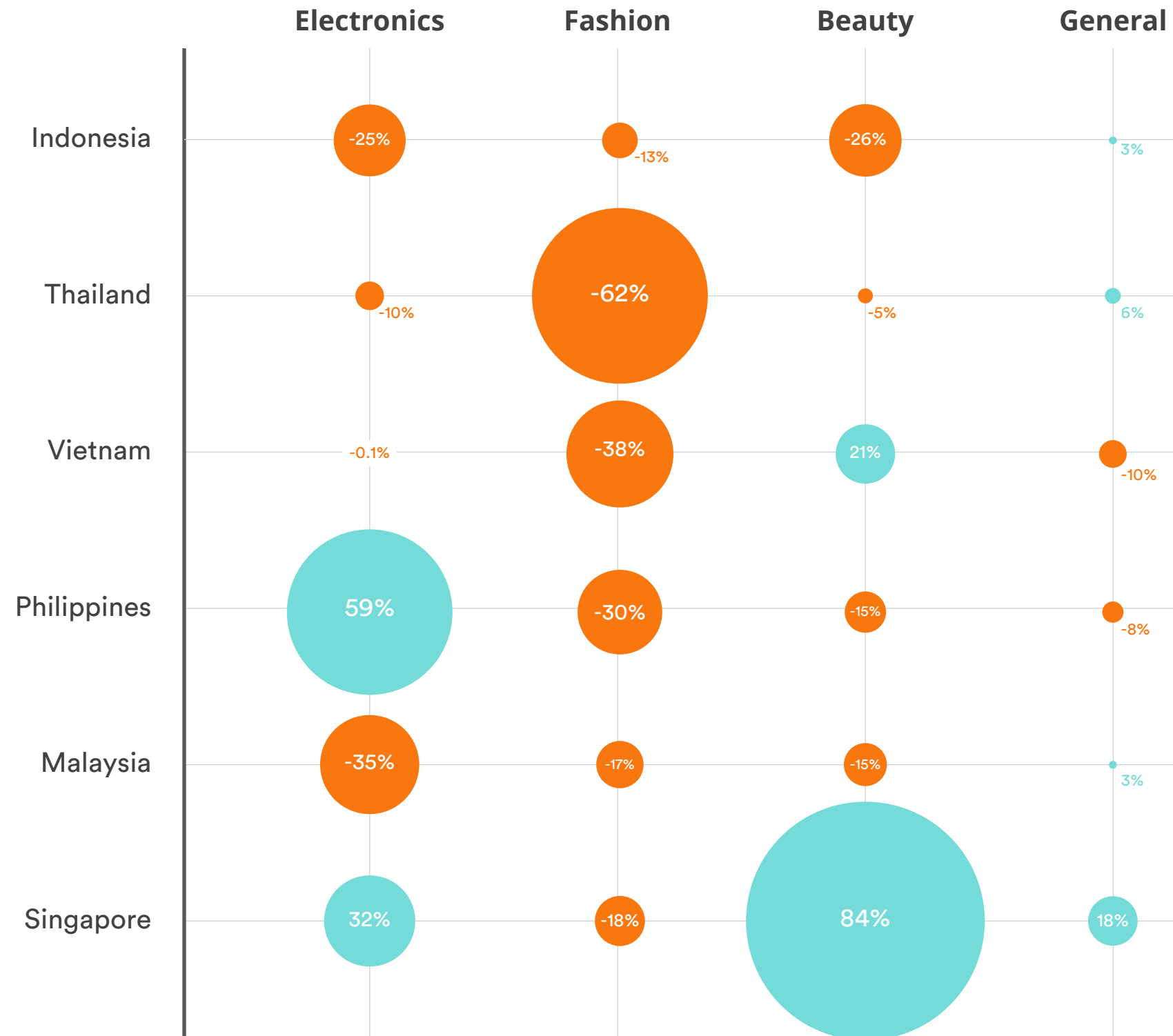
# Multinational Companies Gaining More Web Traffic While Local Companies Losing Out

■ Multinational stores
 ■ Single-country stores



# Fashion Retail Websites Are Falling Out of Favour, While General Marketplaces Are Thriving

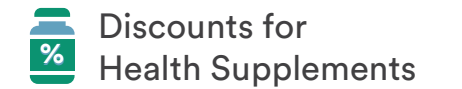
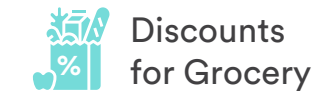
Web Traffic Growth Rate of E-commerce Product Categories, H1 / 2020 vs. H2 / 2019





# Free Shipping and Discounts for Essentials: 2020 Promotion Strategy for Southeast Asian E-commerce

Types of Promotions Offered by Notable E-commerce Websites During Social Distancing Period



Indonesia			

Thailand			

Vietnam			

Malaysia			

Philippines			

Singapore			

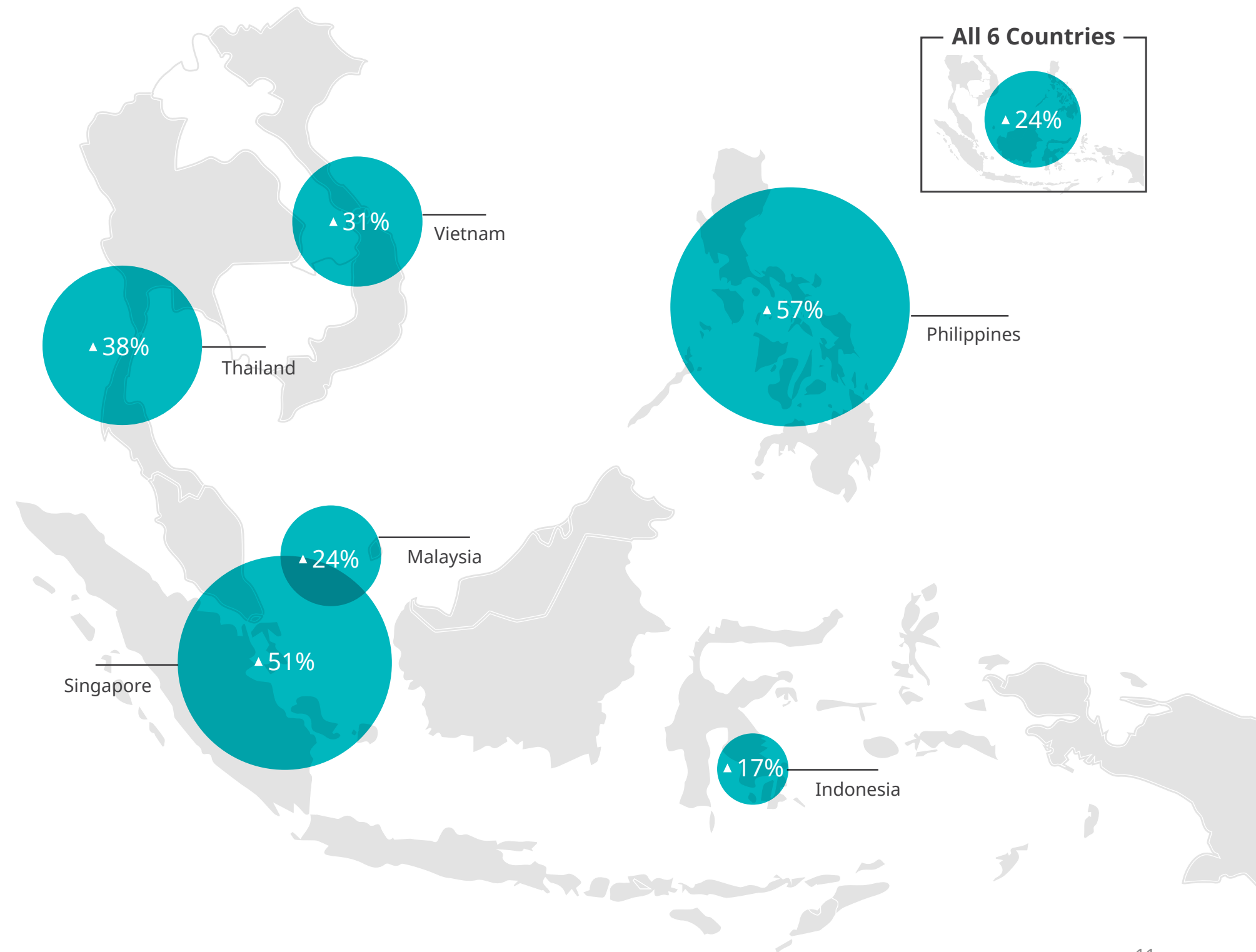
Based on information publicly shared by each merchant on their social media pages. All merchants are arranged in an alphabetical order.

# Insights on E-commerce Spending of Consumers in Southeast Asia, Q2 2020



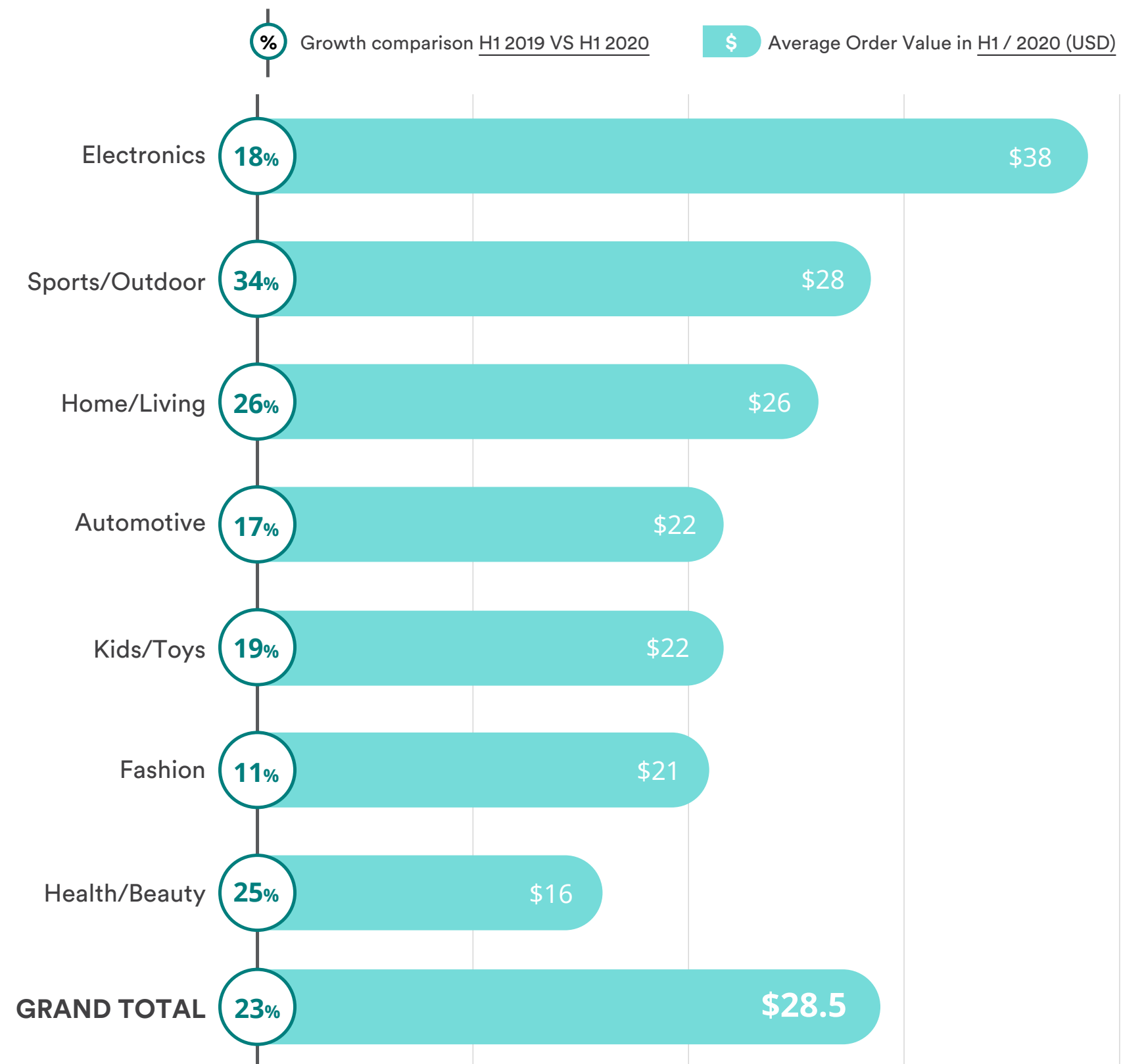
# Average Basket Size Growth, H1 / 2020 Vs. H1 / 2019

Data featured were aggregated and averaged by iPrice



# The Sports Outdoor category in H1 2020 obtained the biggest growth in average order value as compared to H1 2019

Per result of social distancing in SE Asian countries, total order volumes also increased 90% YoY regionally.



# Methodology

## Research Methodology for the Most Visited E-Commerce Websites

All data on the total visits on desktop & mobile web in this study were taken from global traffic figures from the respective websites as of **June 2020** from SimilarWeb. The following industries were not included in this list: e-ticketing, financial services, rental services, insurance, delivery service, food & beverage, meta-search, couponing, cashback websites & ecommerce who solely provides classified ads/P2P services. SimilarWeb introduced [a major algorithm update on September 2019](#) which affected the total visits recorded by all websites for 2019.

## Research Methodology for Mobile E-Commerce Apps

The number of sessions in a quarter based on quarterly sessions on Android Shopping Apps.



# THANK YOU FOR READING

A report by iPrice Group in partnership with SimilarWeb and App Annie.

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