

Strongly differing Developments of Internet and B2C E-Commerce Markets in Asia

According to the “Asia B2C E-Commerce Report 2013” by yStats.com, there are distinct differences regarding the development of Internet usage and online retail in the Asian region. Mobile online retail, for example, has many users in developed markets such as Japan, South Korea, and China, while less developed countries are facing low online sales and general Internet problems.

Besides the “Asia B2C E-Commerce Report 2013”, the “Asia B2C E-Commerce and Online Payment Report 2013” is also available.

The Asian region is developed very differently regarding Internet usage and B2C E-Commerce. While countries such as Japan, South Korea and increasingly also China reach ever growing Internet user rates and thereby also increasing B2C E-Commerce sales, there are also less developed countries such as Laos and Nepal, which have Internet user penetrations of less than 10 percent. Large markets such as India and Indonesia also need to catch up on this topic.

Japanese B2C E-Commerce Revenues experience stronger Growth than the Number of Internet Users

In Japan, B2C E-Commerce grows quicker than the number of Internet users. Future revenue increases in Japanese B2C E-Commerce are predicted to be a result of higher average spending versus a growing number of Internet shoppers. According to forecasts, in 2012, M-Commerce in Japan accounted for almost one quarter of all online revenues. This figure also includes mobile payment methods which were frequently used in over-the-counter retail. In terms of the number of unique visitors, in 2012, online market place Rakuten was the most successful player in Japanese B2C E-Commerce, followed by Amazon and Nissen.

Smartphones for the first Time used more often than Notebooks to shop Online in South Korea

After double-digit growth rates in recent years, B2C E-Commerce sales in South Korea reached more than 10 billion EUR. Furthermore, more online purchases are conducted using smartphones than using notebooks in South Korea. Besides Mobile Commerce, Social Commerce is also a growing trend in South Korean online retail. Generally, especially much money was spent online in the second quarter of 2012, buying travel arrangements and reservations as well as clothing and fashion-related goods. Leading companies and websites in South Korean B2C E-Commerce with regard to the number of unique visitors in 2012 were Gmarket, 11st, Shopping.Naver, Interpark, and Cjmall, all of which are mass merchants.

Chinese B2C E-Commerce expected to grow by approximately 30 Percent annually over the next Years

According to forecasts, B2C E-Commerce in China is expected to grow by more than 30 percent annually between 2010 and 2016. B2C E-Commerce with luxury goods is one of the leading trends. Overall, fashion, shoes and bags, as well as computers and household appliances are among the most popular online product categories. A growing number of Chinese residents use social networks to purchase products online, while M-Commerce is also gaining in importance. Nonetheless, the share of online shoppers on Internet users is still low in China. Leading Chinese online retailers in terms of sales include Tmall, 360buy, Tencent and Suning.com. Amazon is only in fifth place in China, with a market share of less than three percent.

Less than 1 Percent of all Retail Sales in India are generated Online

Online sales accounted for less than 1 percent of all retail sales in India in 2012. Besides travel, online shoppers in India mainly planned to purchase from the categories mobile phones (including accessories), computer and game software, entertainment tickets, books/newspapers/magazines as well as travel reservations in 2012. In July 2012, online mass merchant Flipkart had the highest number of unique visitors, followed by Snapdeal, also a mass merchant, and Jabong, an online retailer of clothing and accessories.

Internet Usage and B2C E-Commerce also on the Rise in other Asian Countries

In Hong Kong, M-Commerce sales are expected to increase notably more between 2011 and 2015 than general B2C E-Commerce sales. For fear of fraud, more than a third of Internet users in Indonesia decided not to shop online in 2012. Due to the growing number of online orders in Singapore, pick-up stations are planned to be set up starting in 2013. The number of Internet users in Taiwan is growing, but more than half of them experienced problems with instable connections and bad Internet quality in 2012. In Thailand, the number of Internet users is rising constantly, too. Nearly a quarter of the population already use the Internet there. The most purchased online product categories in Vietnam in 2012 were clothing and household goods, followed by food and beverages.

In the recent "Asia B2C E-Commerce Report 2013", Hamburg-based secondary market research company yStats.com presents information about online retail in the Asian region. The report contains trends, as well as sales, the share of online retail on total retail sales, product categories, data about Internet users and Internet shoppers and information about leading competitors. Besides the main markets Japan, South Korea, China, and India, 25 further Asian countries are included.

For further information, see:

<http://ystats.com/en/reports/preview.php?reportId=1017>

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