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SimilarWeb

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AppsFlyer

Southeast Asia's

Map of E-commerce
2020 Year-End Report

Analysing the Region's E-Commerce Landscape
& Its Biggest Players Amidst COVID-19

This Report Was Made Possible by:

iprice group

Market Insights
& Analysis

Supported by:

AppsFlyer

Shopping Apps'
Insights

SimilarWeb

E-Commerce Website's
Traffic Data

Report Outline

Part 1
Page 5

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H1 2020 Trends on Southeast Asia's Shopping Apps

Southeast Asia's Top E-commerce Players in 2020
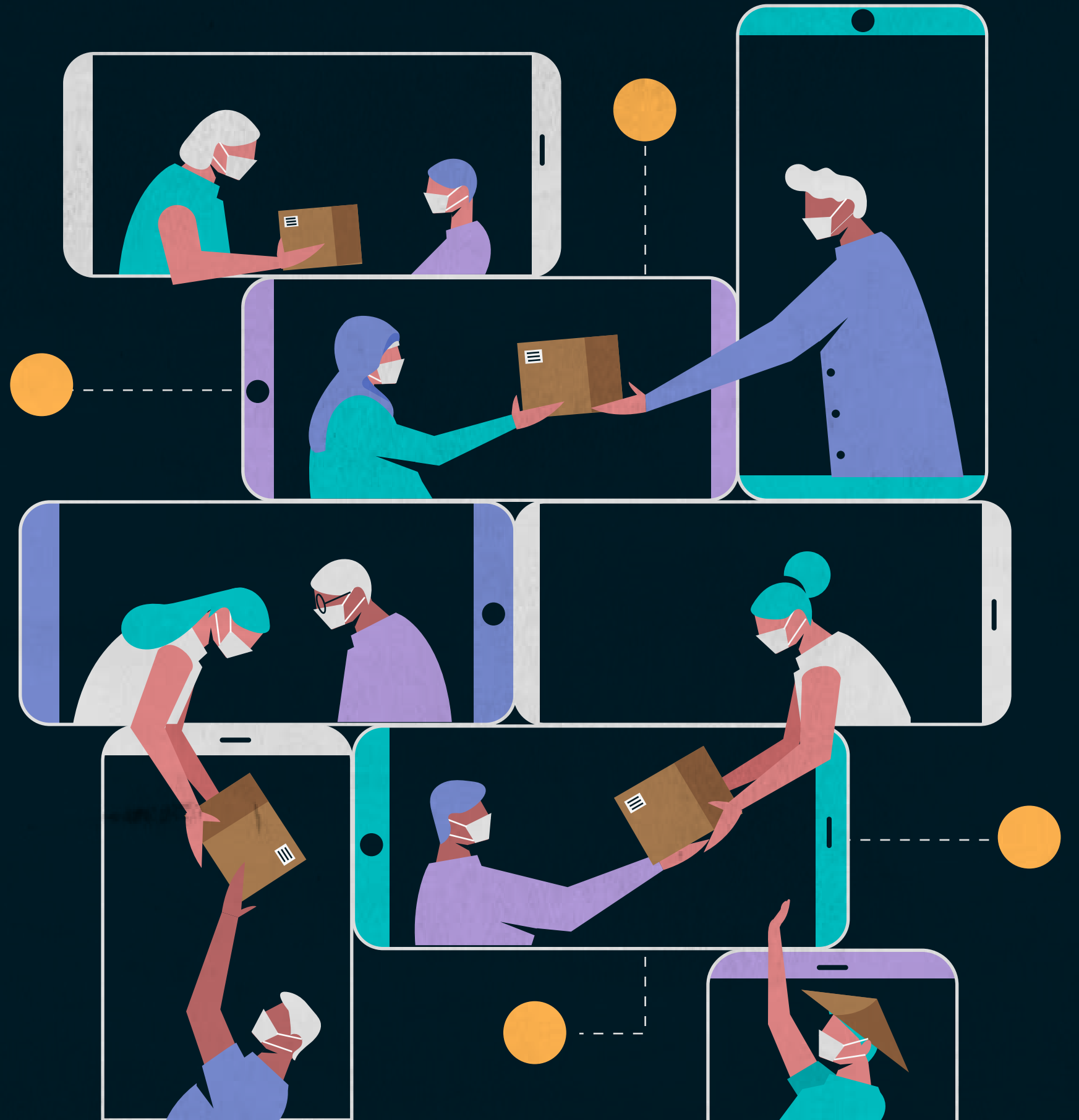
Shopping Categories That Boomed During the Pandemic Year

Methodologies

This Report Covers 6 Countries in Southeast Asia

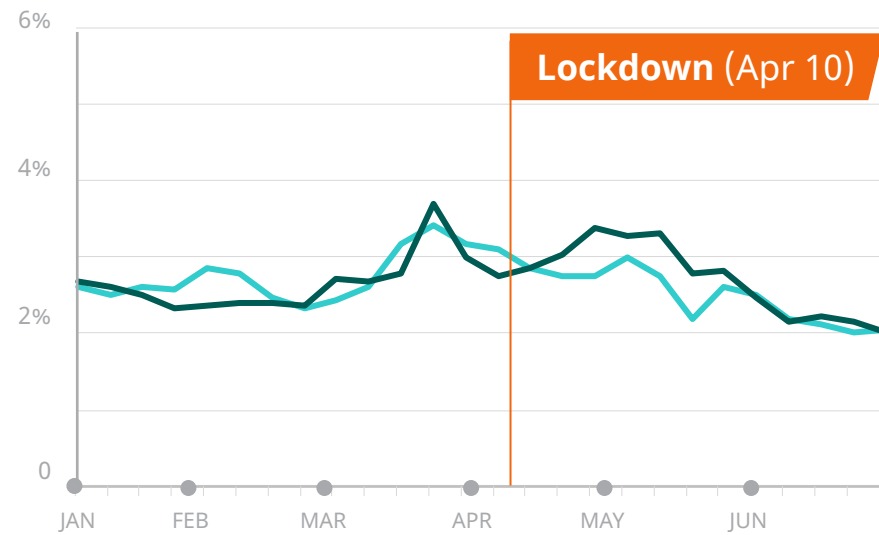When presenting or sharing this report, please refer to the appropriate links.

Vietnam

Thailand

Philippines

Malaysia

Singapore

Indonesia

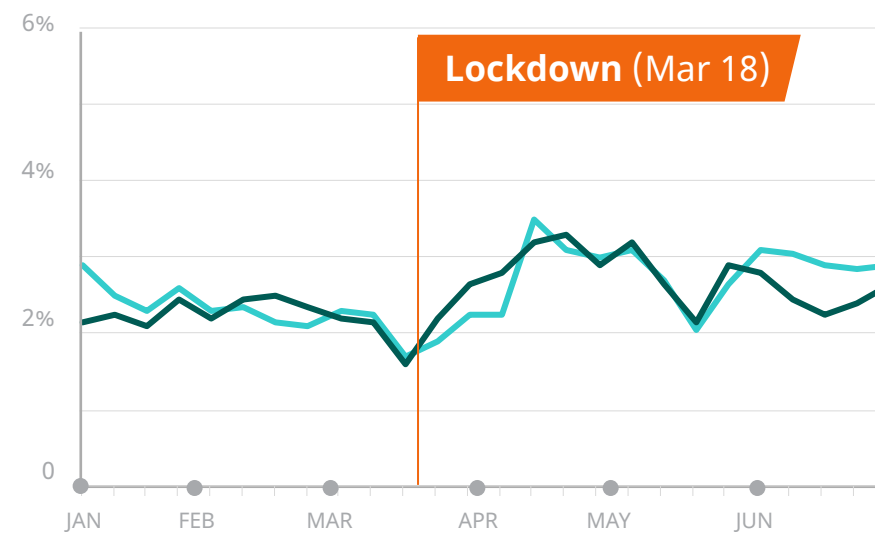# H1 2020 Trends on Southeast Asia's Shopping Apps

Supported by Appsflyer

Lockdowns & Social Distancing Influenced the Rate of Shopping Apps' Organic Installs in 2020

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Android — iOS

Indonesia
Lockdown (Apr 10)

Malaysia
Lockdown (Mar 18)

Thailand
Lockdown (Mar 25)

Singapore
Partial Lockdown (Apr 7)

Vietnam
Partial Lockdown (Apr 1)

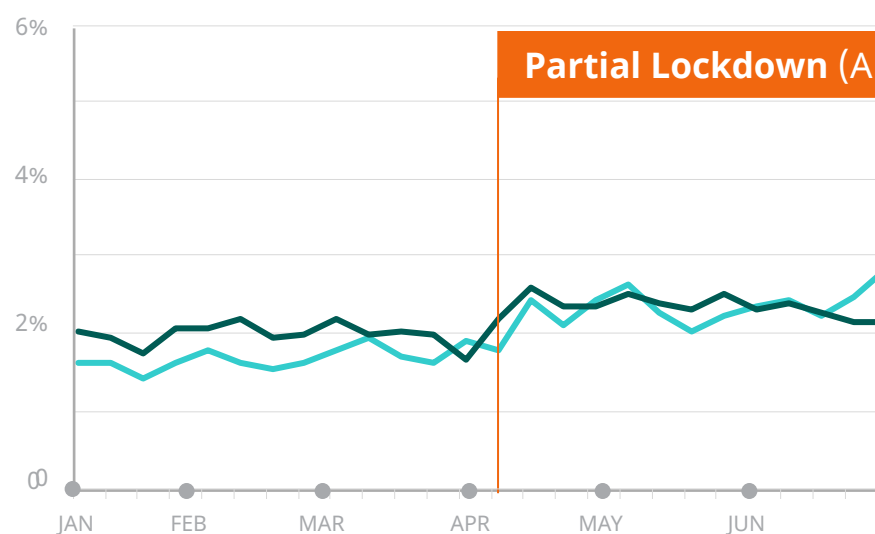**Methodology on Page 13**
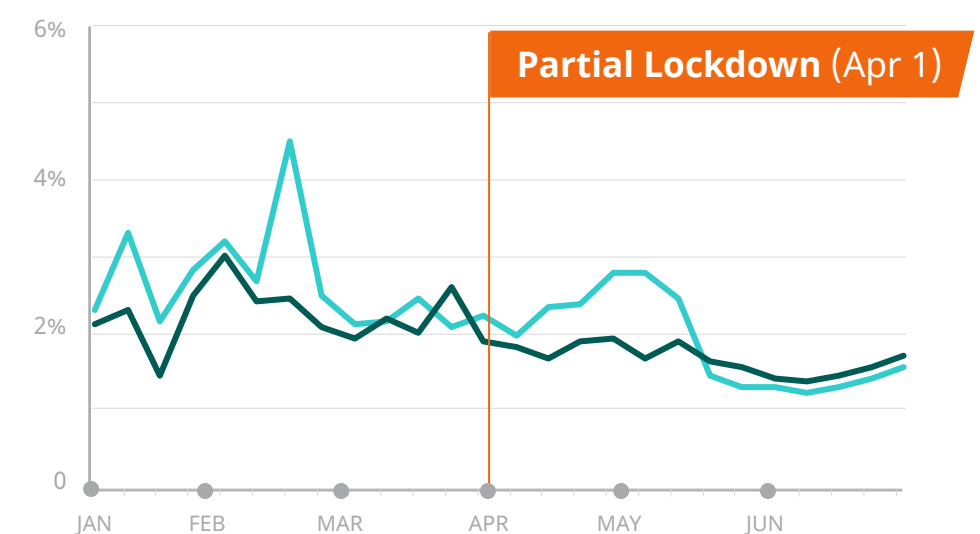
6
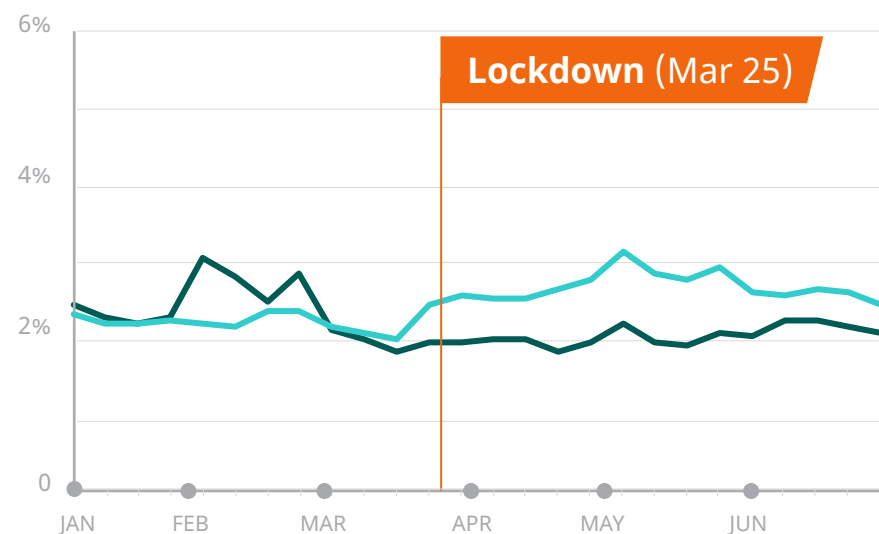
Uninstalls Increased During Q2 2020 as Users Stopped Trying Out Different Apps

Data on Android's Uninstalls
from January to June 2020

● Q1 2020   ◐ Q2 2020

Thailand
36% 37%

Vietnam
48% 49%

Malaysia
33% 41%

Singapore
28% 37%

Indonesia
42% 47%

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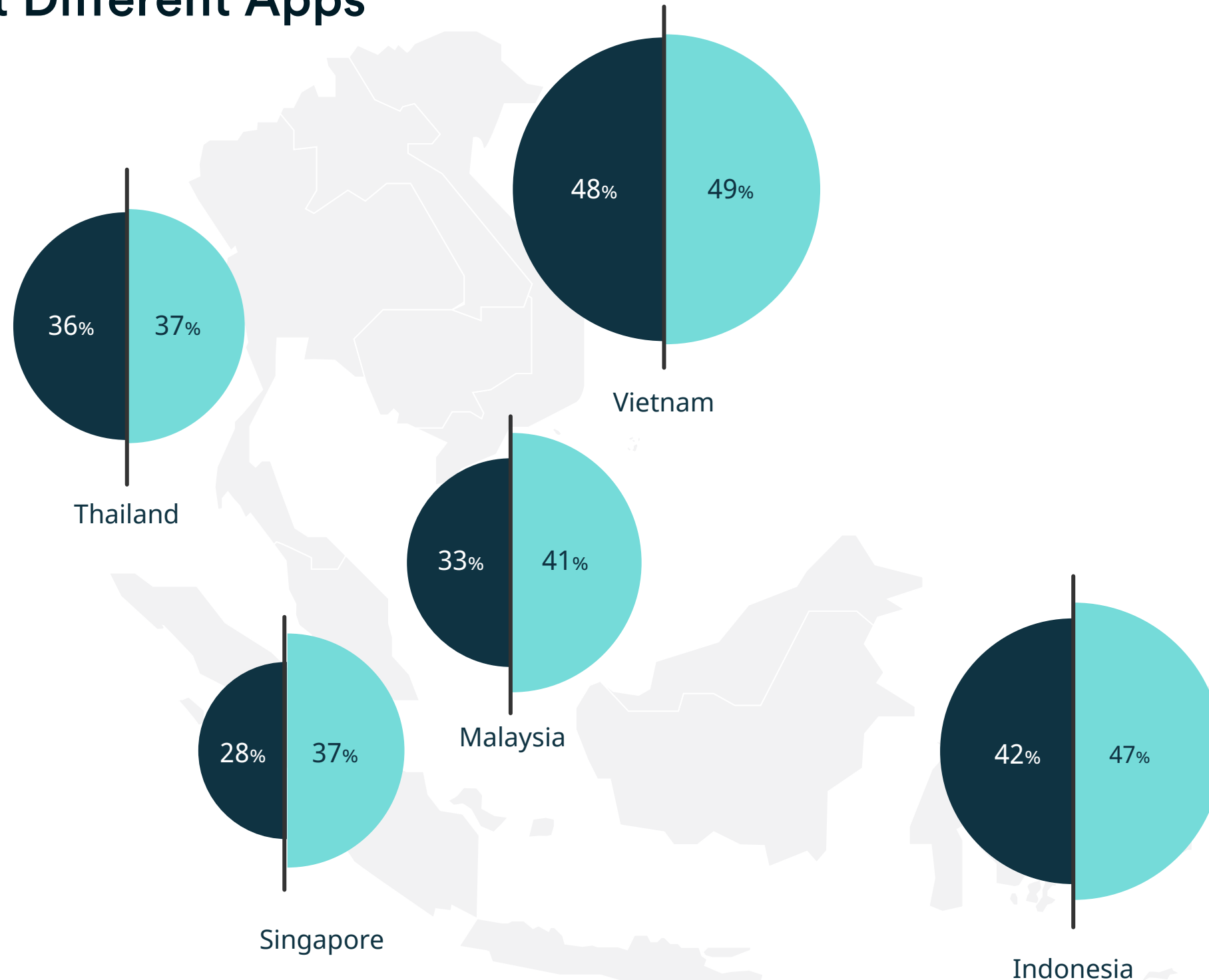
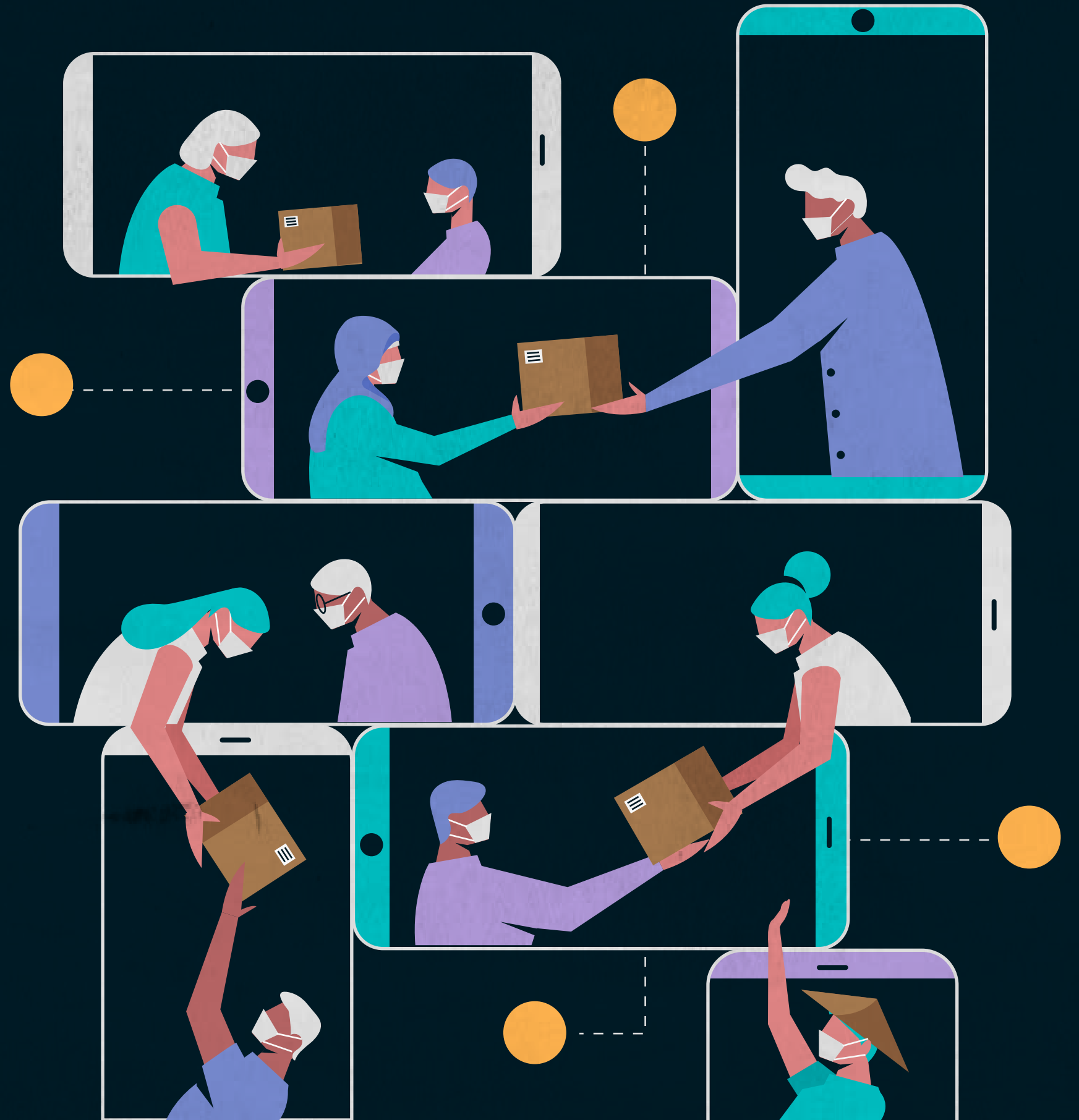**Methodology on Page 13**

Note: The data collected from each country comes from applications on the Android platform only.

7

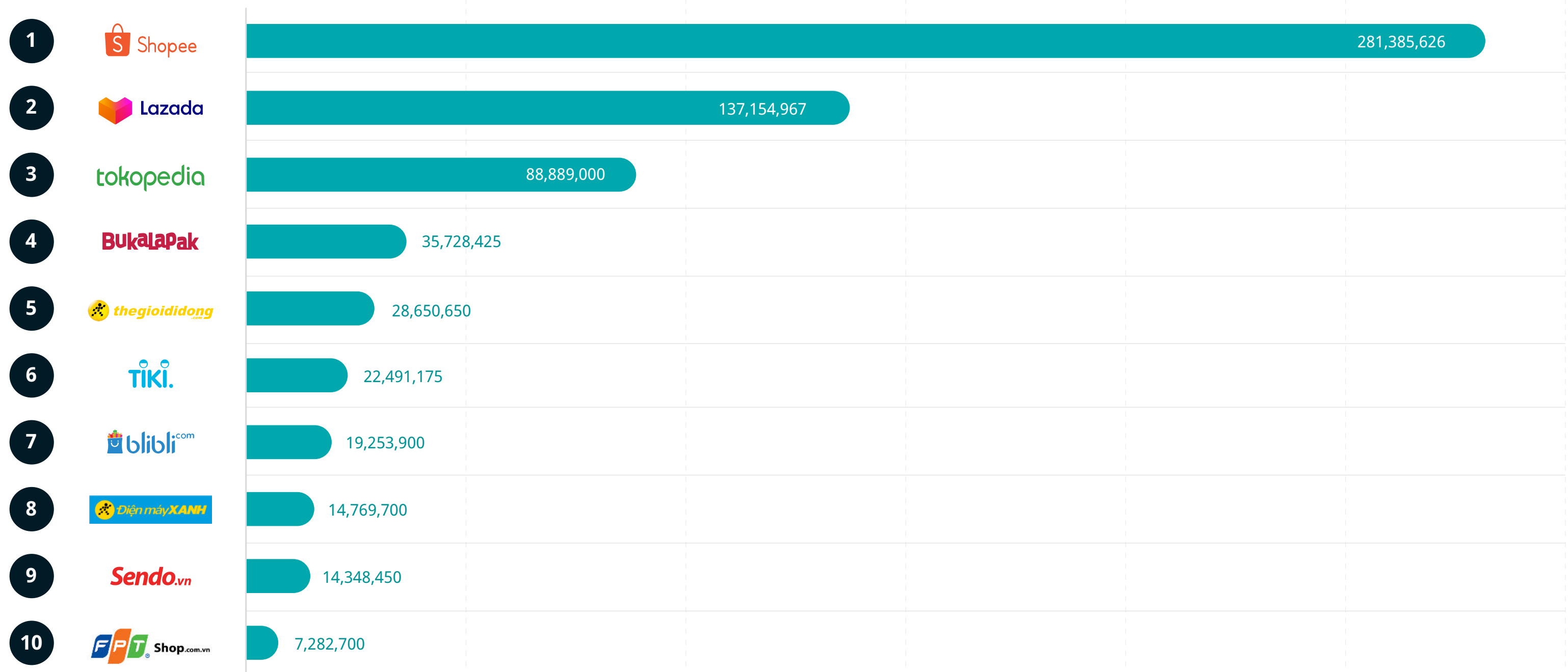# The Top 10 Most Visited E-commerce Websites in Southeast Asia
Total average visits obtained by each platform in 2020

Rank	Platform	Visits
1	Shopee	281,385,626
2	Lazada	137,154,967
3	tokopedia	88,889,000
4	BukaLaPak	35,728,425
5	thegioididong	28,650,650
6	TIKI.	22,491,175
7	blibli.com	19,253,900
8	Điện máyXANH	14,769,700
9	Sendo.vn	14,348,450
10	FPT Shop.com.vn	7,282,700

Methodology: Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 6 countries in Southeast Asia. The displayed traffic figures are taken from the average web traffic from January to December 2020.

Comparing the Top E-commerce Sites' Web Visits Throughout the Year
Ranked by the highest total average visitors acquired from Q1 to Q4 2020
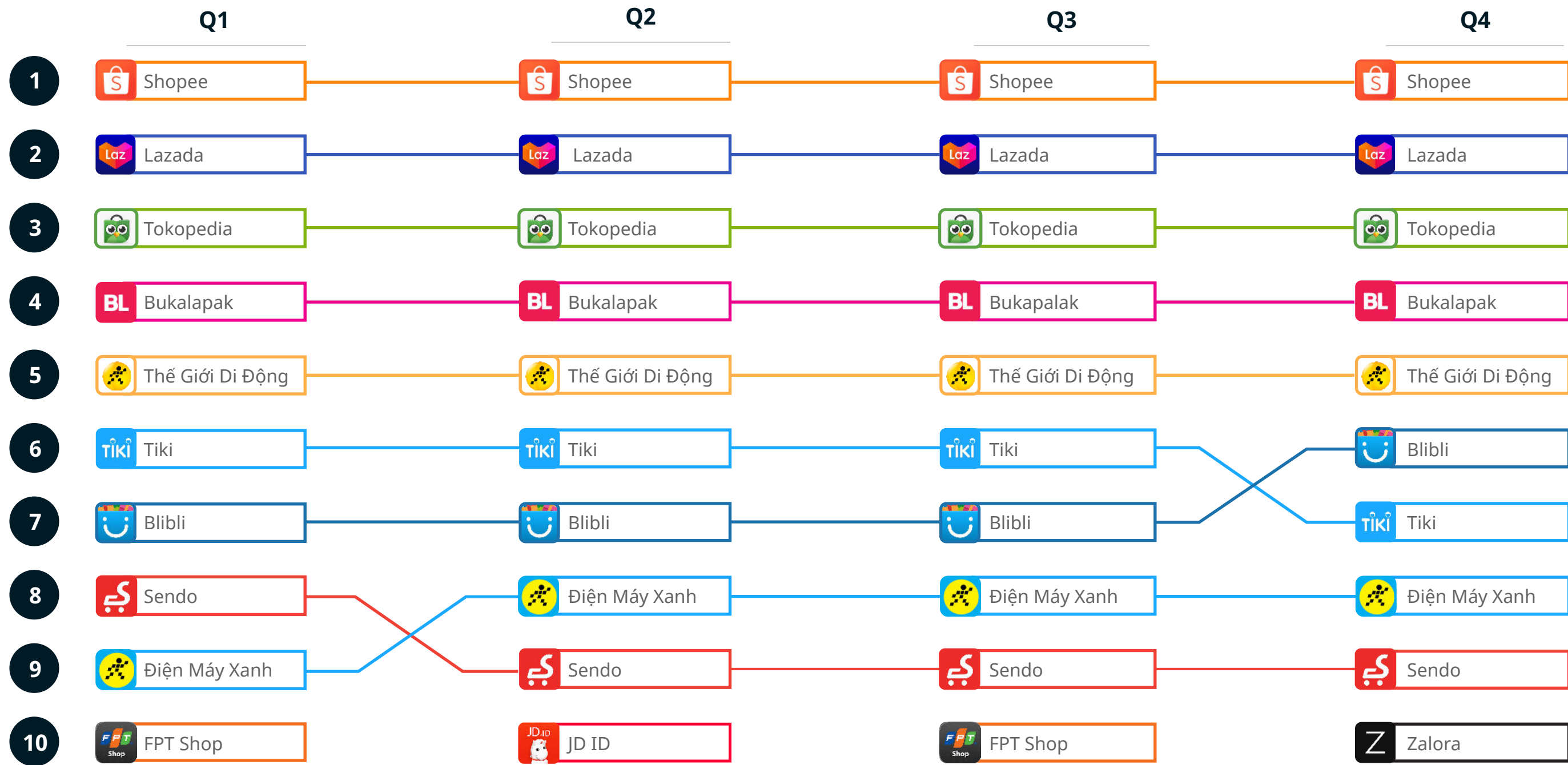
	Q1	Q2	Q3	Q4
1	Shopee	Shopee	Shopee	Shopee
2	Lazada	Lazada	Lazada	Lazada
3	Tokopedia	Tokopedia	Tokopedia	Tokopedia
4	Bukalapak	Bukalapak	Bukapalak	Bukalapak
5	Thế Giới Di Động	Thế Giới Di Động	Thế Giới Di Động	Thế Giới Di Động
6	Tiki	Tiki	Tiki	Blibli
7	Blibli	Blibli	Blibli	Tiki
8	Sendo	Điện Máy Xanh	Điện Máy Xanh	Điện Máy Xanh
9	Điện Máy Xanh	Sendo	Sendo	Sendo
10	FPT Shop	JD ID	FPT Shop	Zalora

Methodology: Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 6 countries in Southeast Asia. The displayed traffic figures are taken from the average web traffic from January to December 2020.
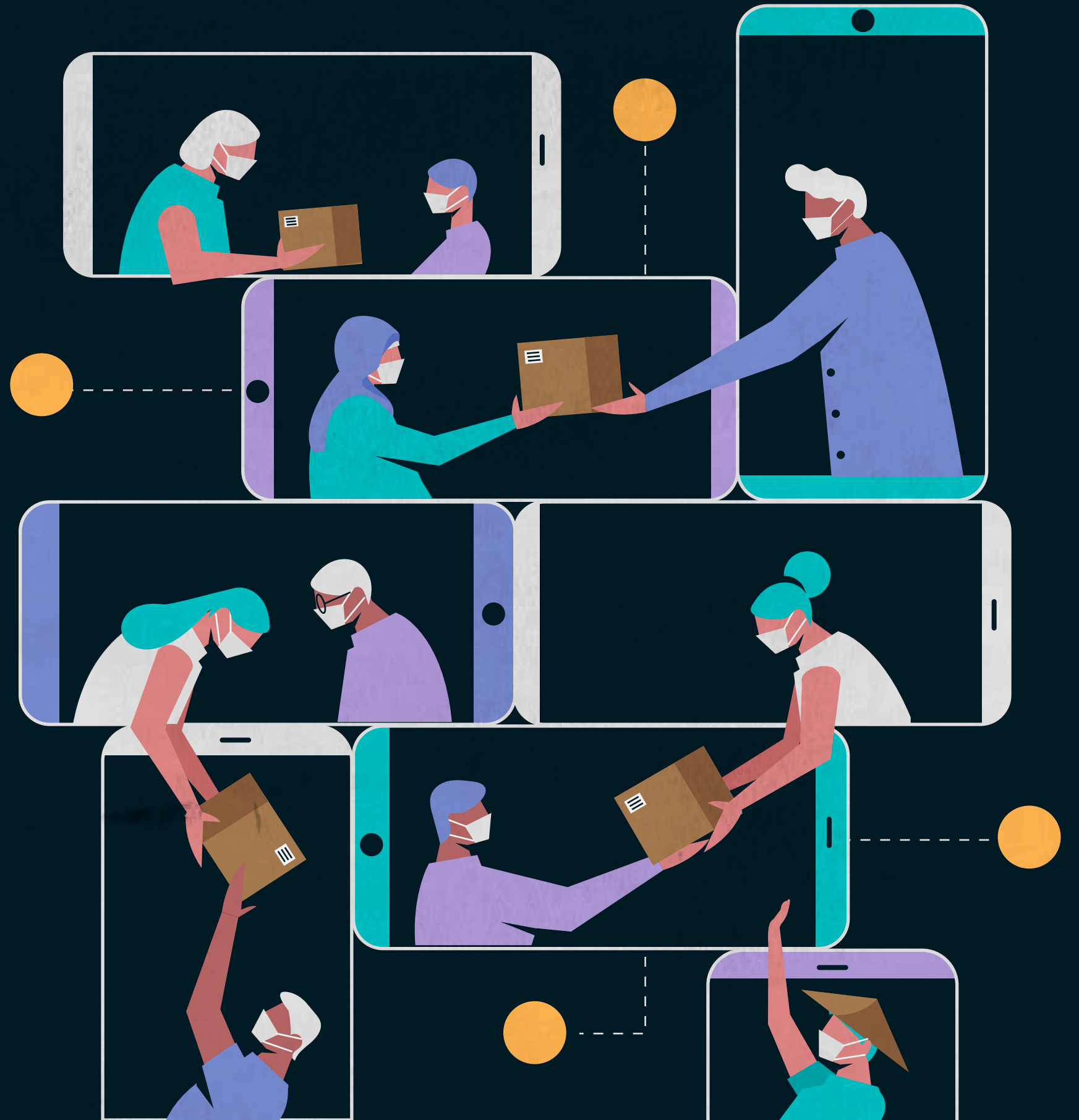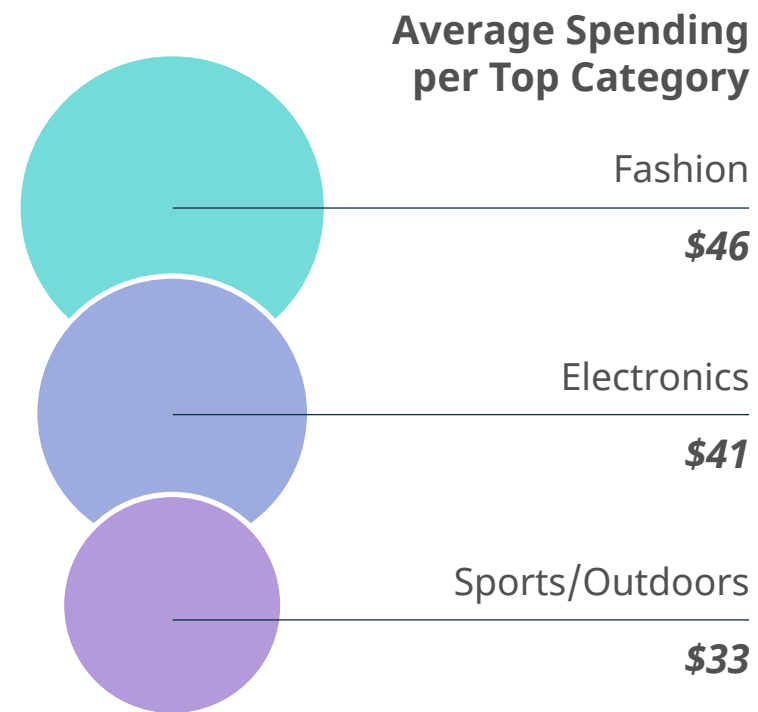
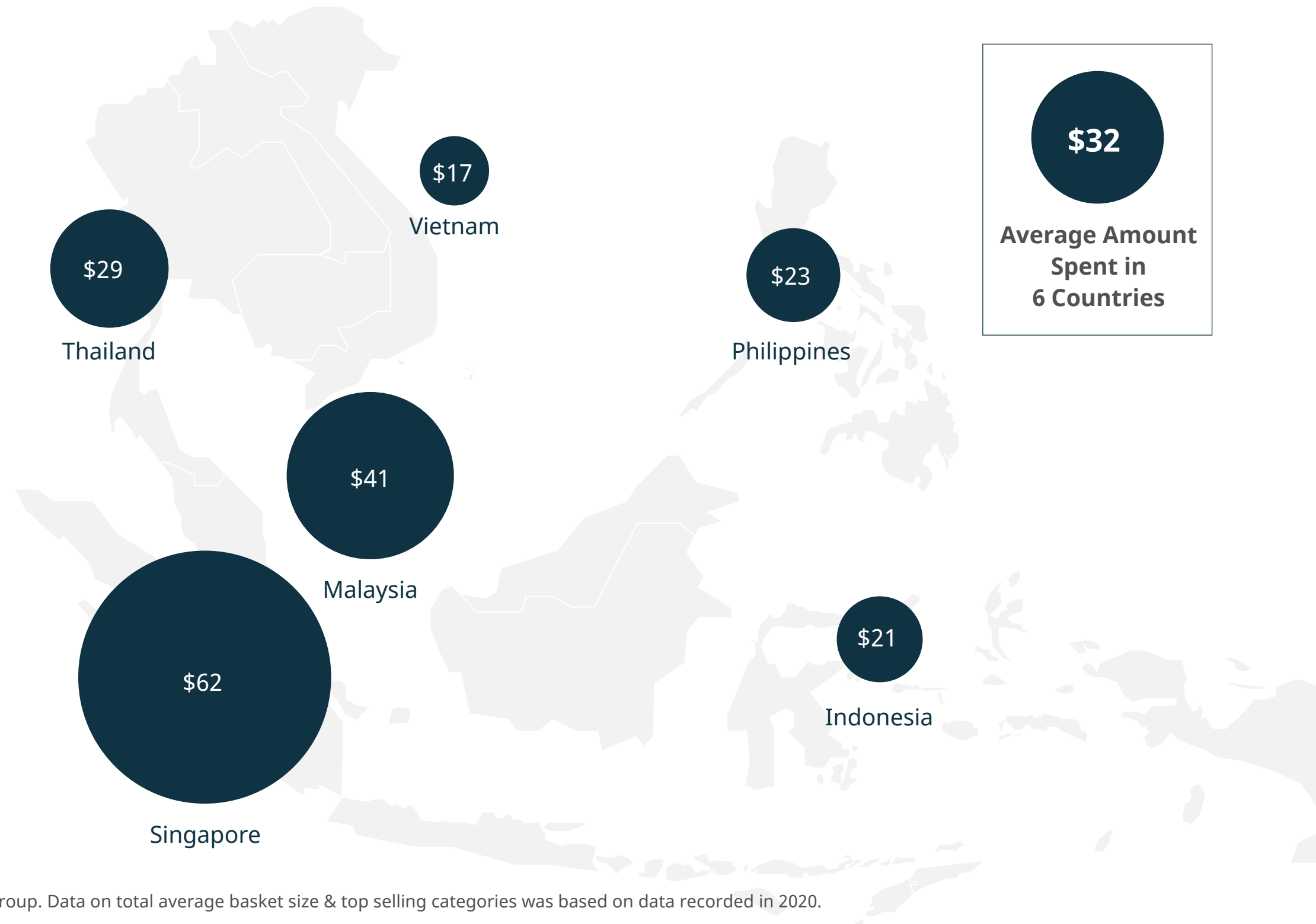# Shopping Categories That Boomed During the Pandemic Year

Shopping Categories That Boomed During the Pandemic Year

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Average Spending per Top Category

Fashion
$46

Electronics
$41

Sports/Outdoors
$33

Top Categories per Country

Indonesia	Sports/Outdoors
Malaysia	Fashion
Philippines	Fashion
Singapore	Fashion
Thailand	Electronics
Vietnam	Electronics

$17
Vietnam

$29
Thailand

$23
Philippines

$41
Malaysia

$62
Singapore

$21
Indonesia

$32

Average Amount Spent in 6 Countries

Methodology: Data featured was aggregated and averaged by iPrice Group. Data on total average basket size & top selling categories was based on data recorded in 2020.

The currency in this page is referring to USD.

Methodology

AppsFlyer

AppsFlyer, the global attribution leader, empowers marketers to grow their business and innovate with a suite of comprehensive measurement and analytics solutions. Built around privacy by design, AppsFlyer takes a customer-centric approach to help 12,000+ brands and 7,000+ technology partners make better business decisions every day. To learn more, visit www.appsflyer.com.

Lockdowns & Social Distancing Influenced the Rate of Shopping Apps' Organic Installs

Methodology: Monthly Uninstall Rates Trend indicates the average percentage of users who uninstall an app at a benchmark date (30 Days after installing the app) and specified market. An app must have at least 1,000 monthly installs to be included in the dataset. A country-category-platform-month combination must have at least 10 apps to be included in the dataset. The top 25% and bottom 25% apps are excluded. This data is obtained from the following sample countries: Indonesia, Malaysia, Singapore, Thailand, and Vietnam, amounting to 119.9m Installs.

Uninstalls Increased During Q2 2020 as Users Stopped Trying Out Different Apps

Methodology: Weekly Organic Installs Trend refers to the normalized weekly growth trend of Shopping Organic Installs in a specific country. Apps must appear in all weeks. An app must have >= 200 weekly installs to be included in the dataset. A country-category-platform-week combination must have >= 10 apps to be included in the dataset. The top 25% and bottom 25% apps are excluded. This data is obtained from the following sample countries: Indonesia, Malaysia, Singapore, Thailand, and Vietnam, amounting to 12.4m Installs.

SimilarWeb

Research Methodology for the Most Visited E-Commerce Websites
Web visit data on both desktop & mobile web were taken from the global traffic figures of the respective websites (as of January 2021) 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 & e-commerce sites that solely provides classified ads/P2P services. SimilarWeb introduced a major algorithm update in September 2019, which affected the total visits recorded for all websites in 2019.

As the most trusted platform for measuring online behaviour, millions of people rely on SimilarWeb insights on a daily basis as the ground truth for their knowledge of the digital world. It empowers anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem.

Methodology
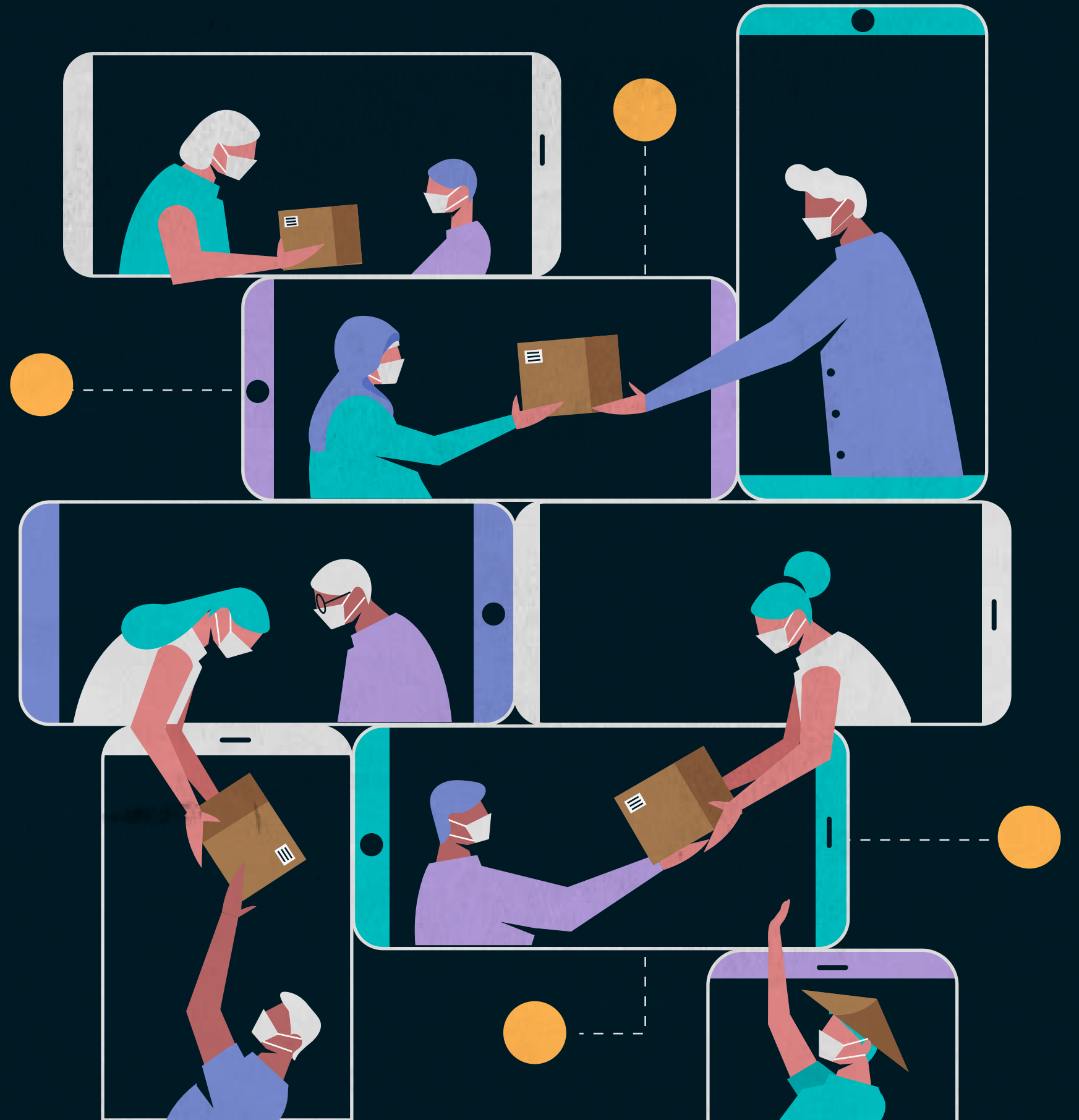
Thank you for reading our report.