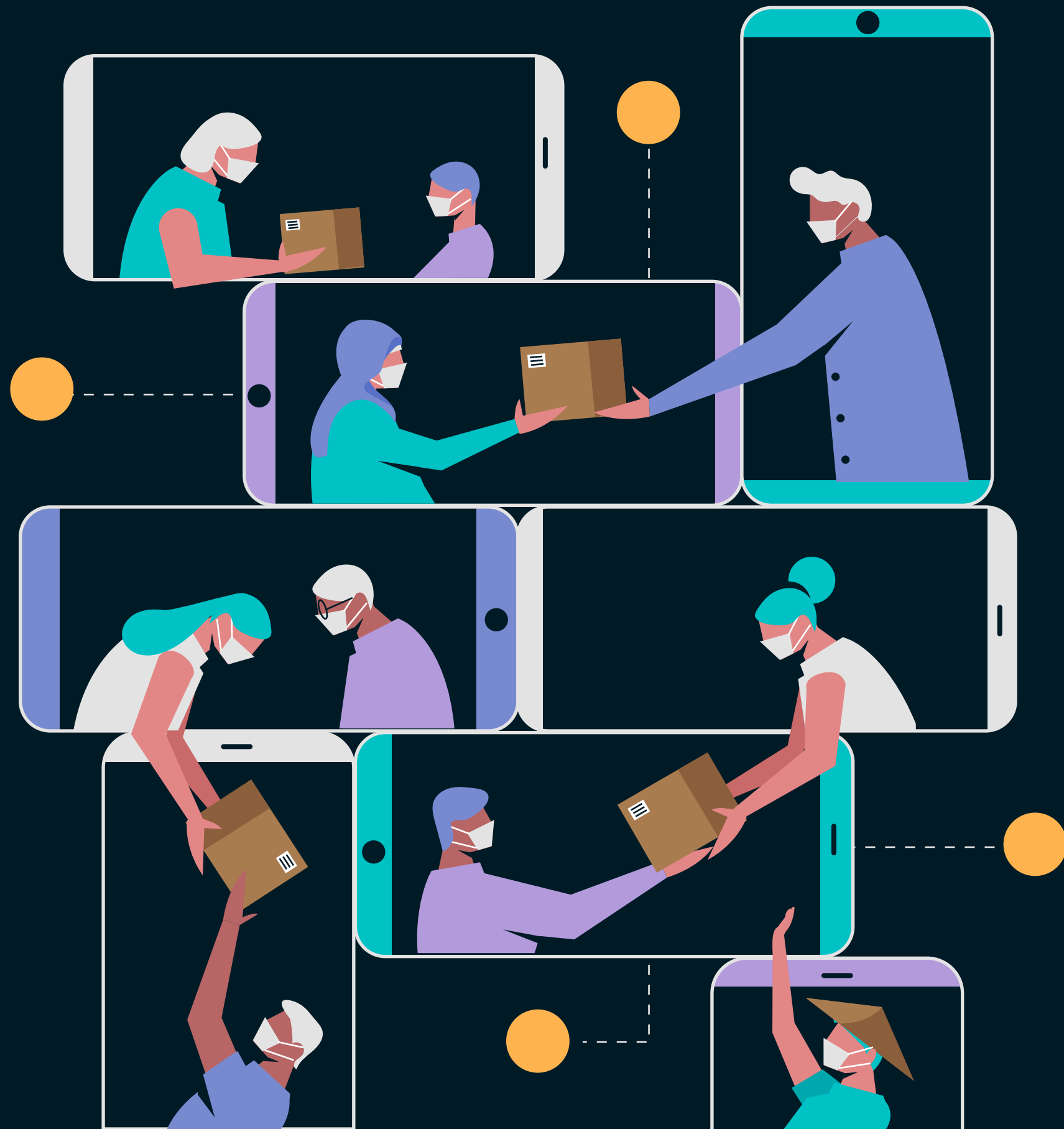


# Southeast Asia's Map of E-commerce 2020 Year-End Report

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





This Report Was Made Possible by:



Market Insights  
& Analysis

Supported by:



Shopping Apps'  
Insights



E-Commerce Website's  
Traffic Data



## Report Outline

### Part 1

Page 5

H1 2020 Trends on  
Southeast Asia's  
Shopping Apps

### Part 2

Page 8

Southeast Asia's  
Top E-commerce  
Players in 2020

### Part 3

Page 11

Shopping Categories  
That Boomed During  
the Pandemic Year

### Part 4

Page 13

Methodologies



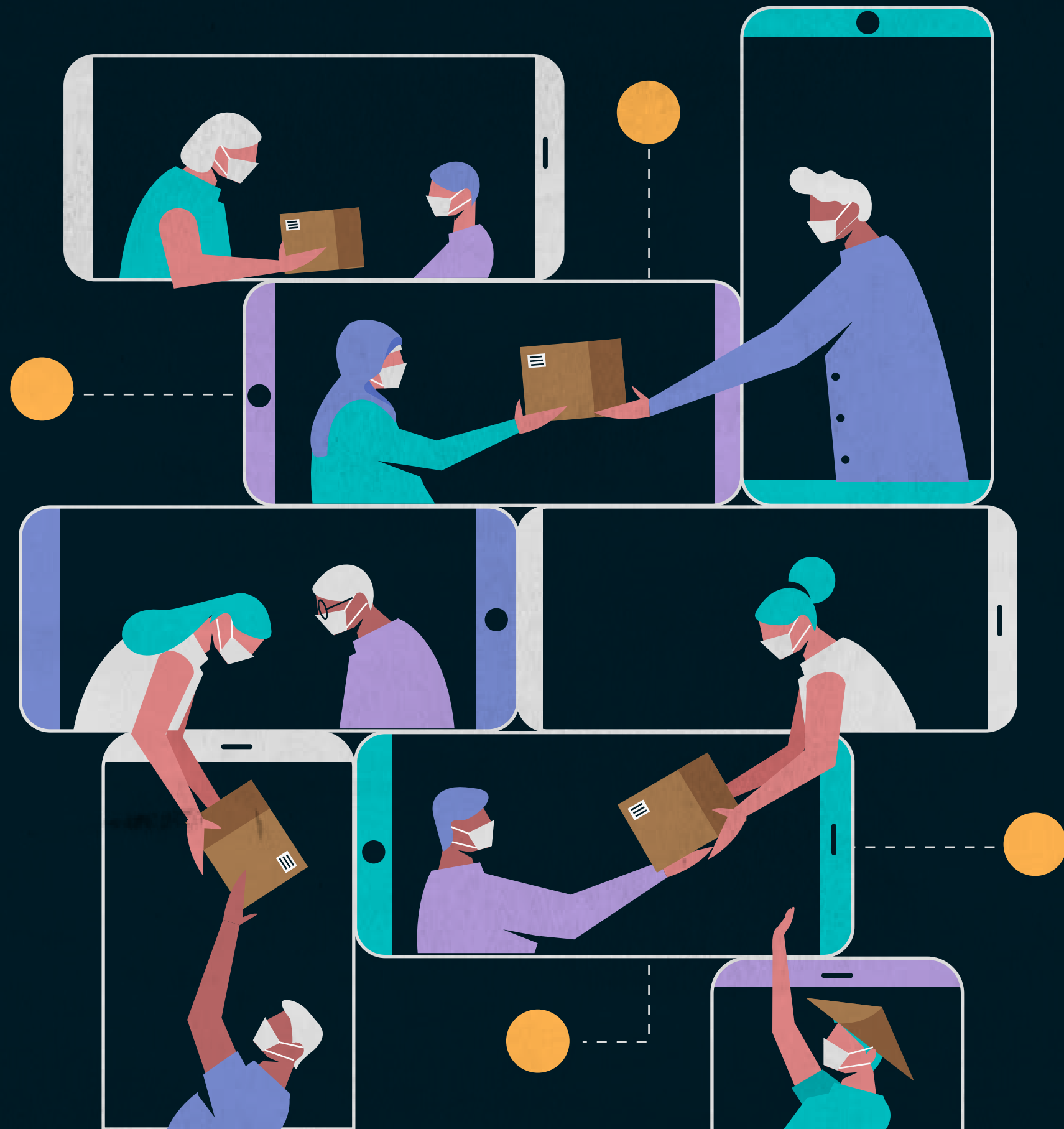
# This Report Covers 6 Countries in Southeast Asia

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





# H1 2020 Trends on Southeast Asia's Shopping Apps



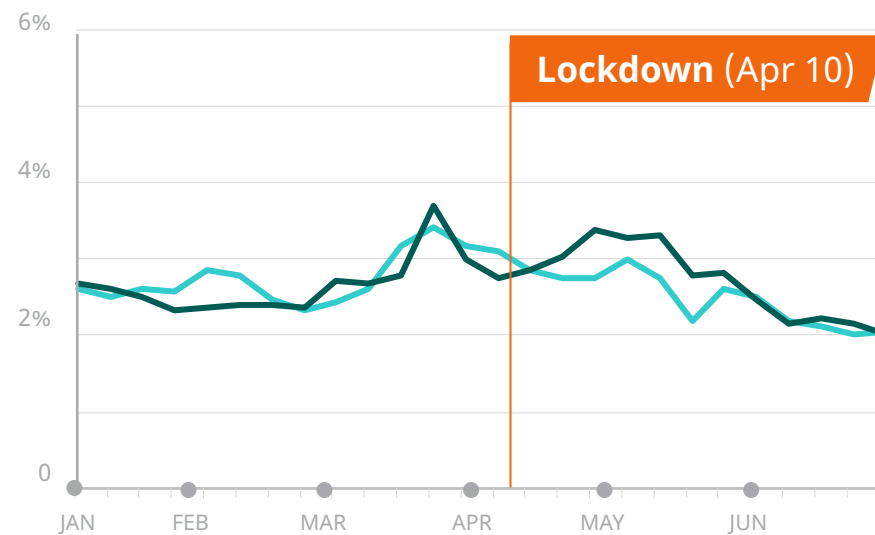


# Lockdowns & Social Distancing Influenced the Rate of Shopping Apps' Organic Installs in 2020

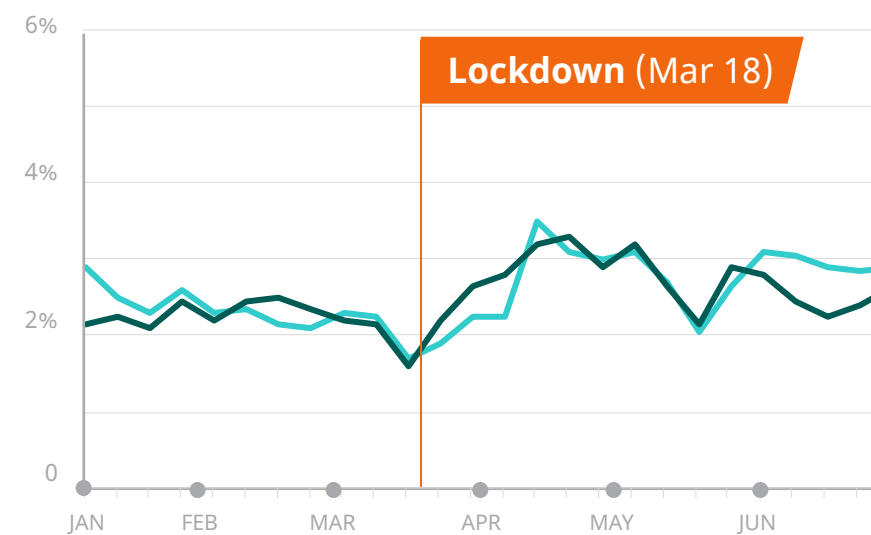
Android

iOS

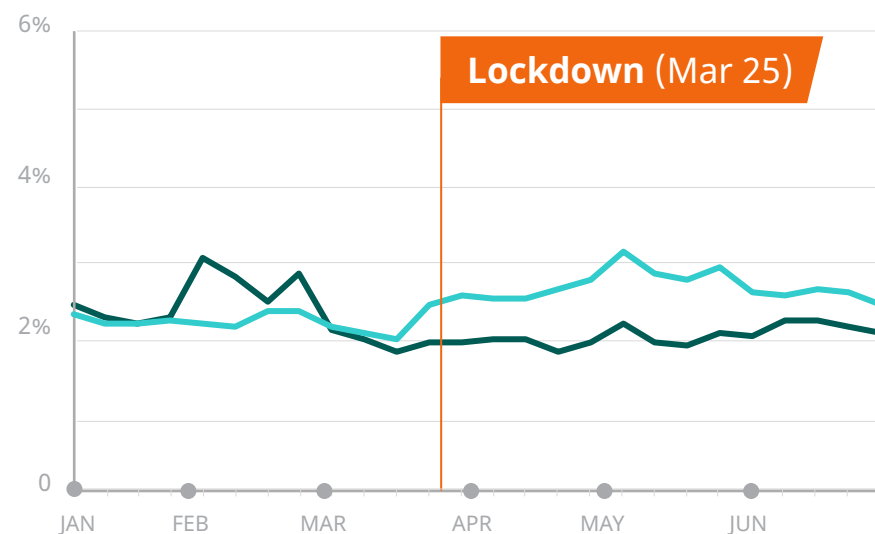
## Indonesia



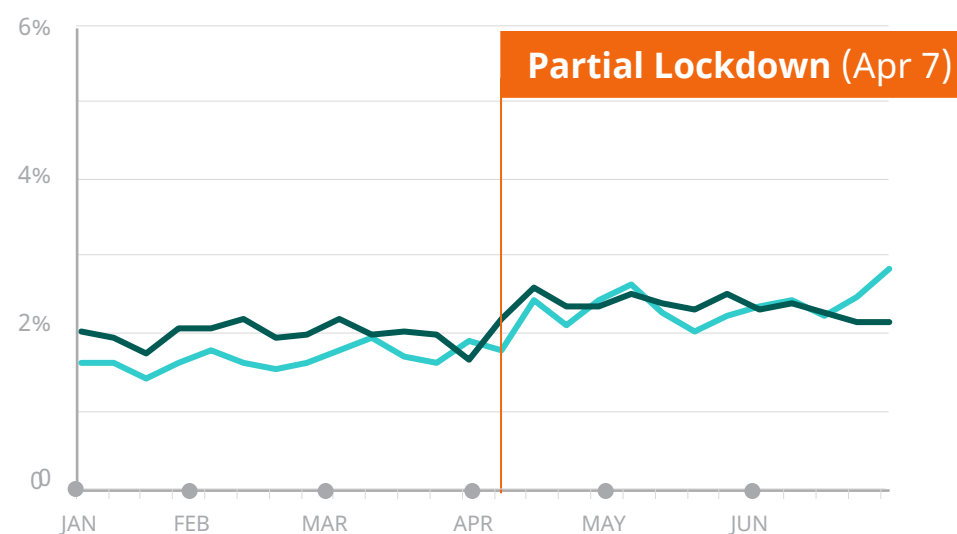
## Malaysia



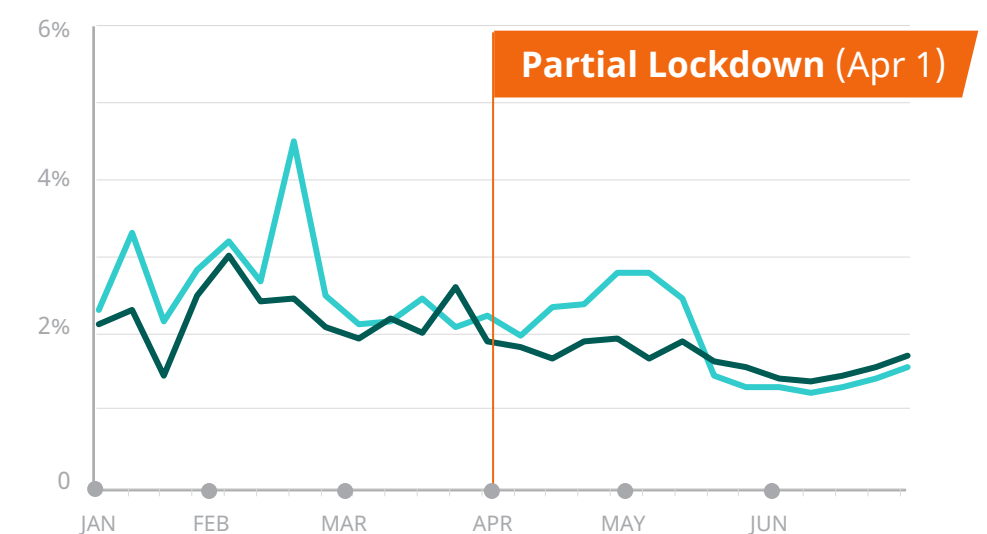
## Thailand



## Singapore



## Vietnam

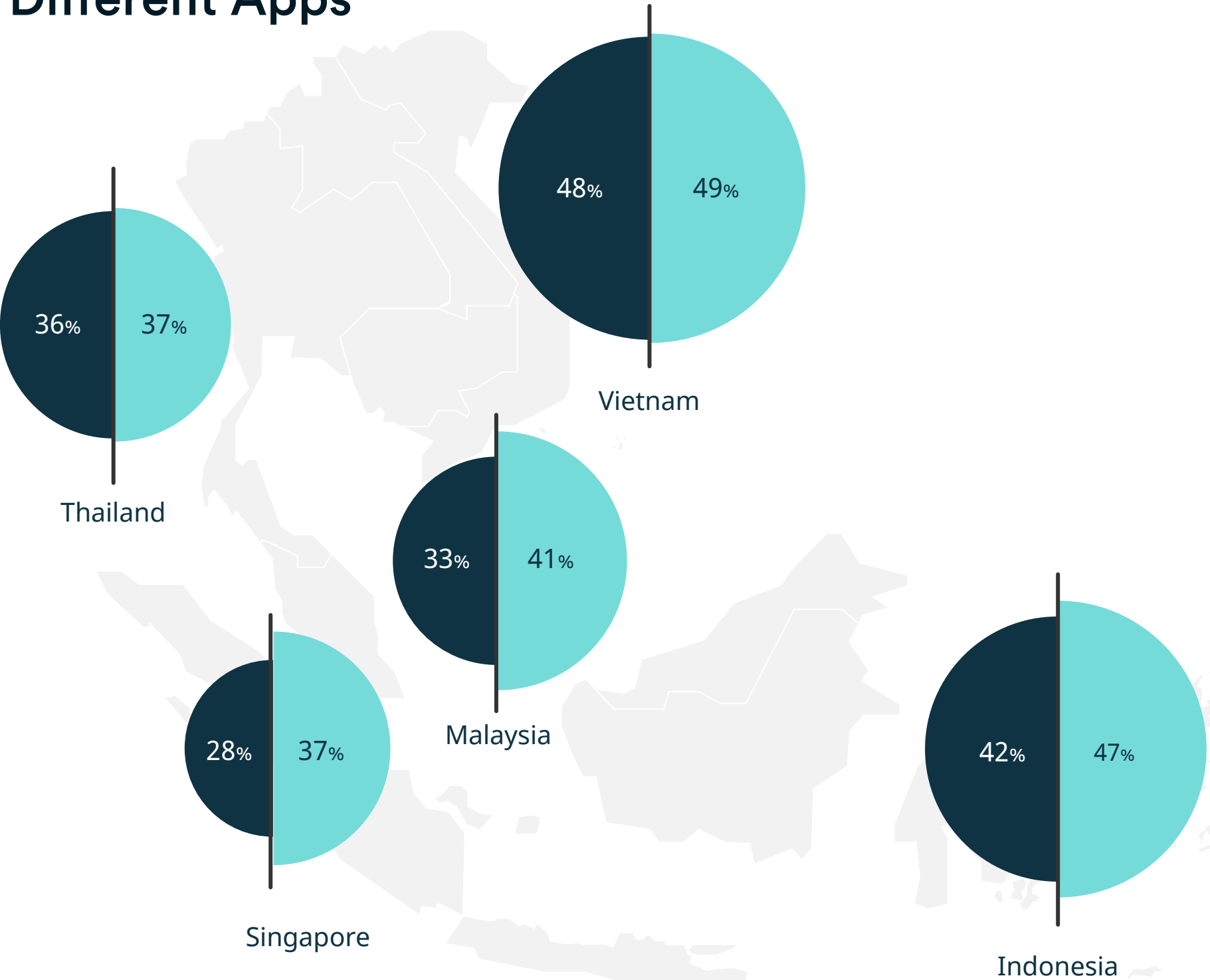




# Uninstalls Increased During Q2 2020 as Users Stopped Trying Out Different Apps

Data on Android's Uninstalls  
from January to June 2020

Q1 2020    Q2 2020

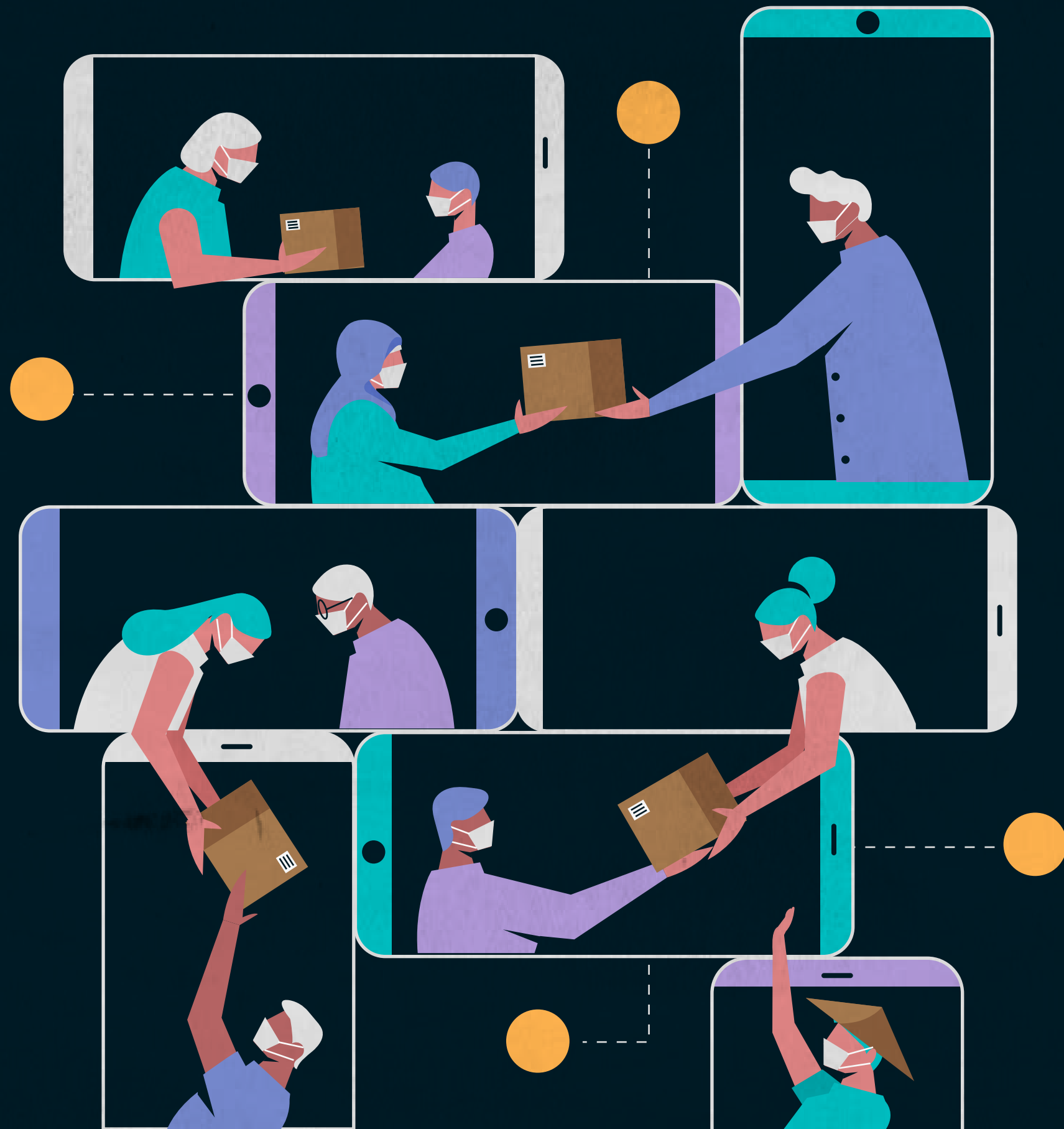


Methodology on Page 13

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



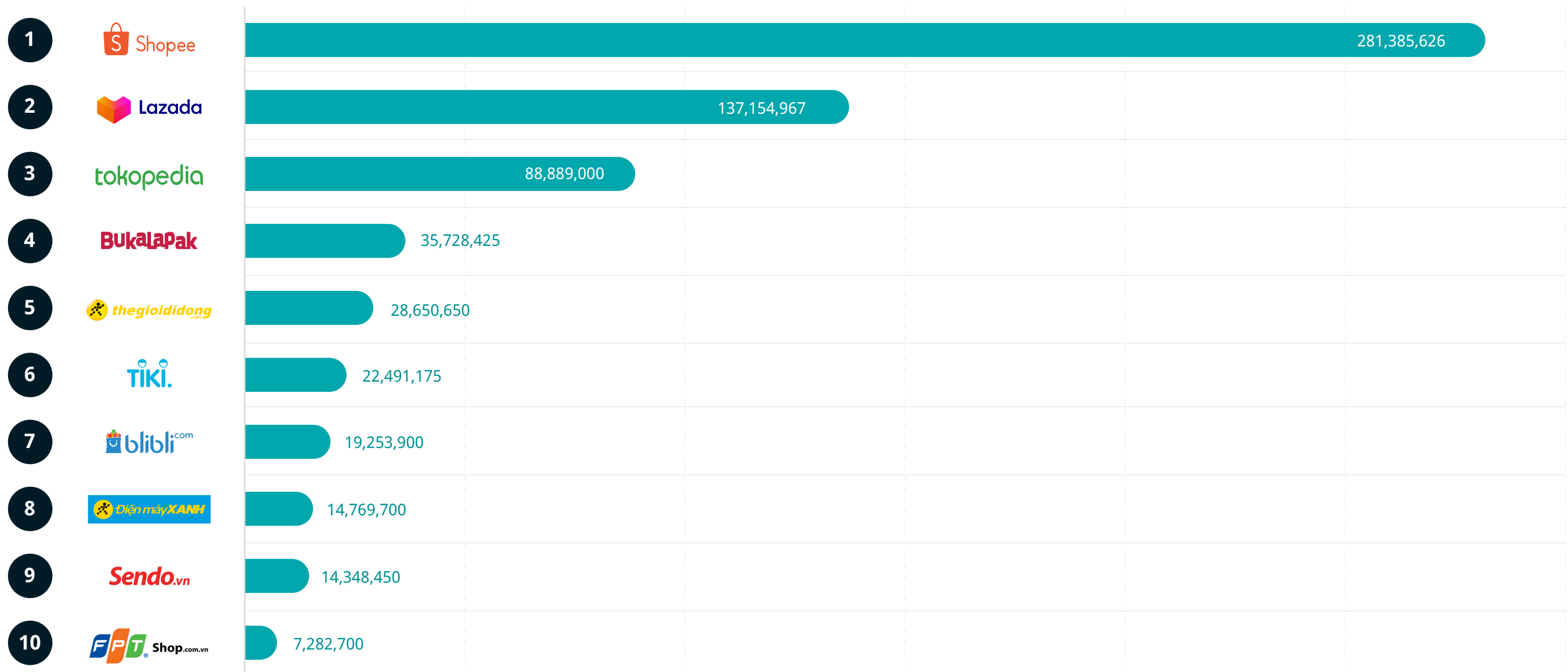
# Southeast Asia's Top E-commerce Players in 2020





# The Top 10 Most Visited E-commerce Websites in Southeast Asia

Total average visits obtained by each platform in 2020

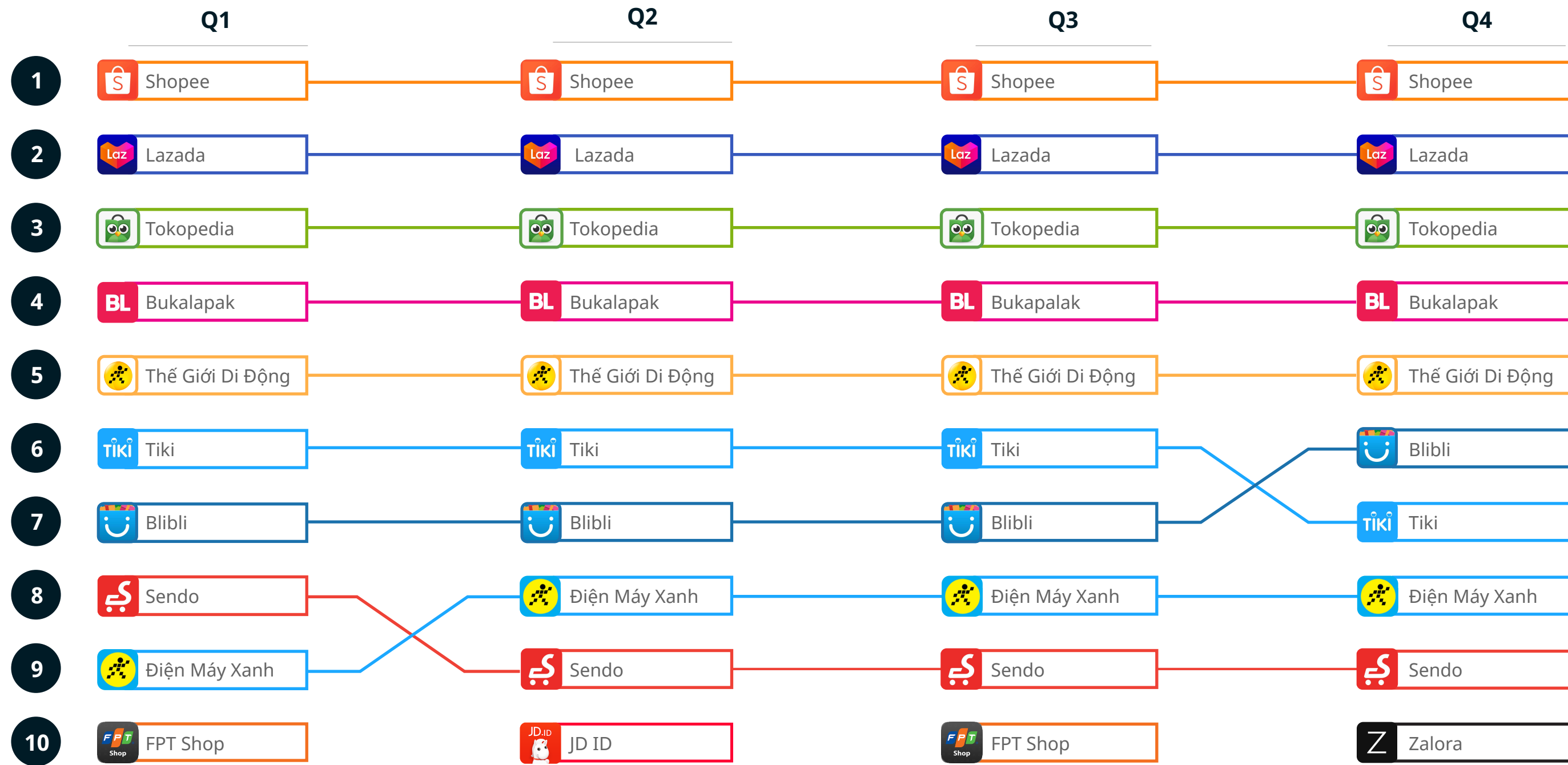


**Methodology:** Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 6 countries in Southeast Asia. The displayed traffic figures are taken from the average web traffic from January to December 2020.



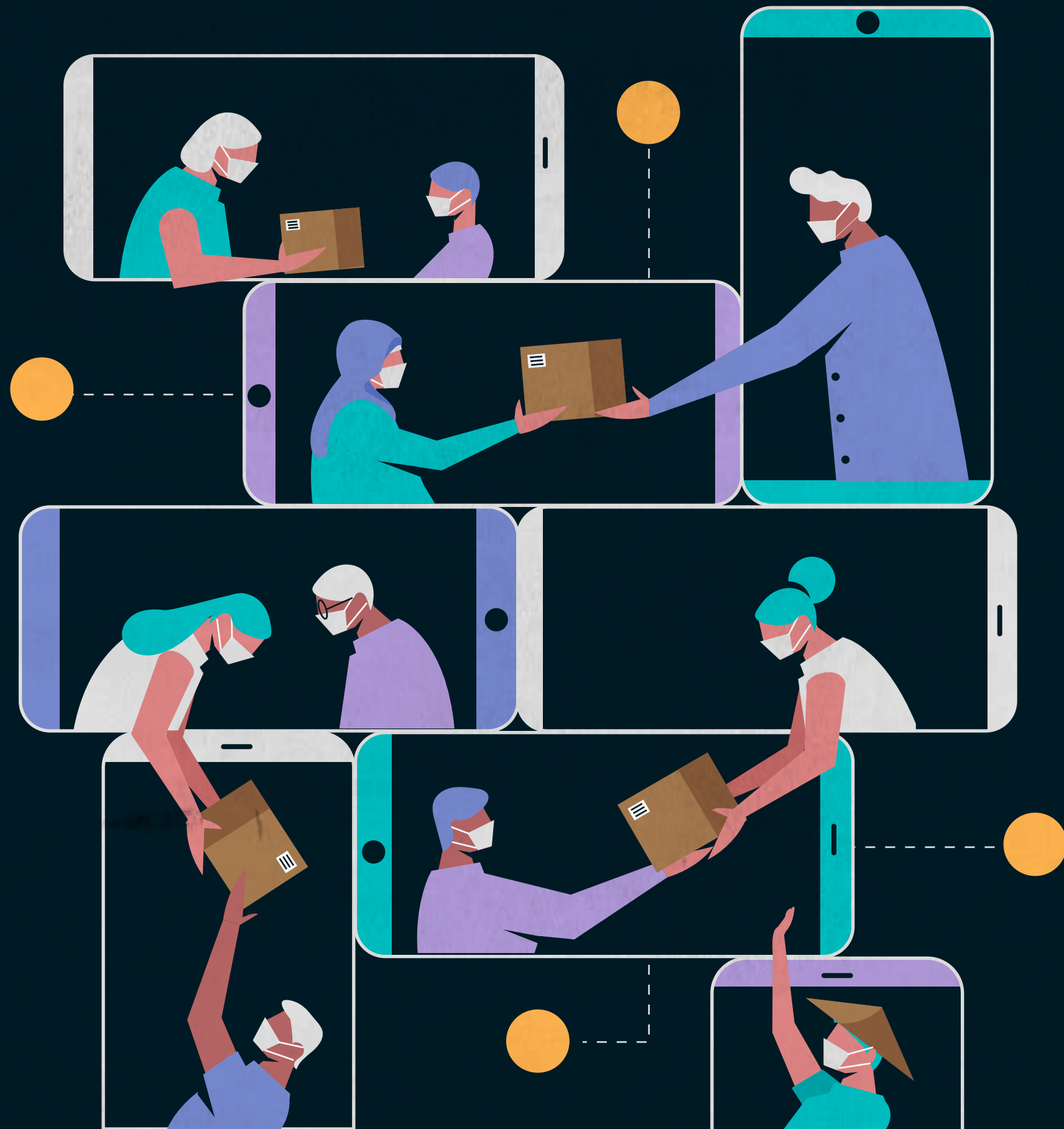
# Comparing the Top E-commerce Sites' Web Visits Throughout the Year

## Ranked by the highest total average visitors acquired from Q1 to Q4 2020



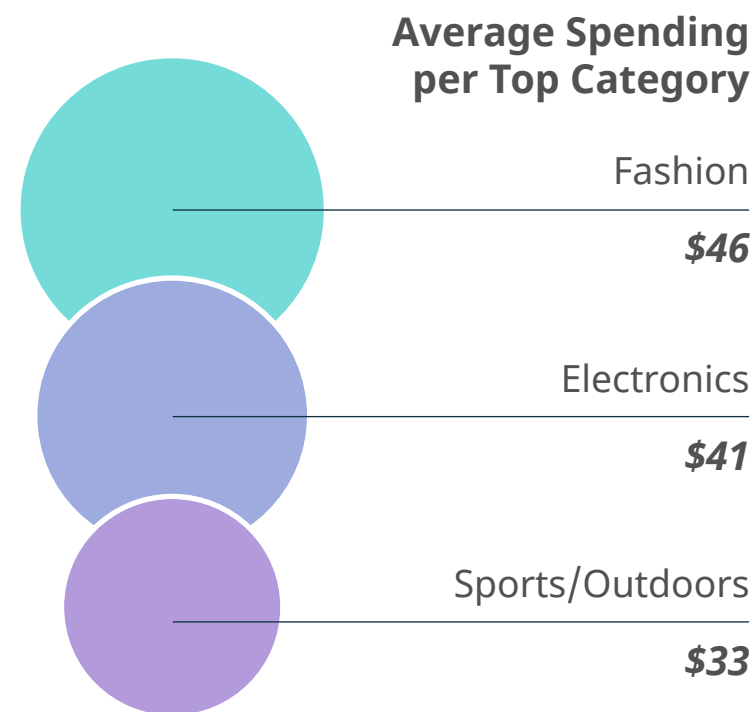
**Methodology:** Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 6 countries in Southeast Asia. The displayed traffic figures are taken from the average web traffic from January to December 2020.





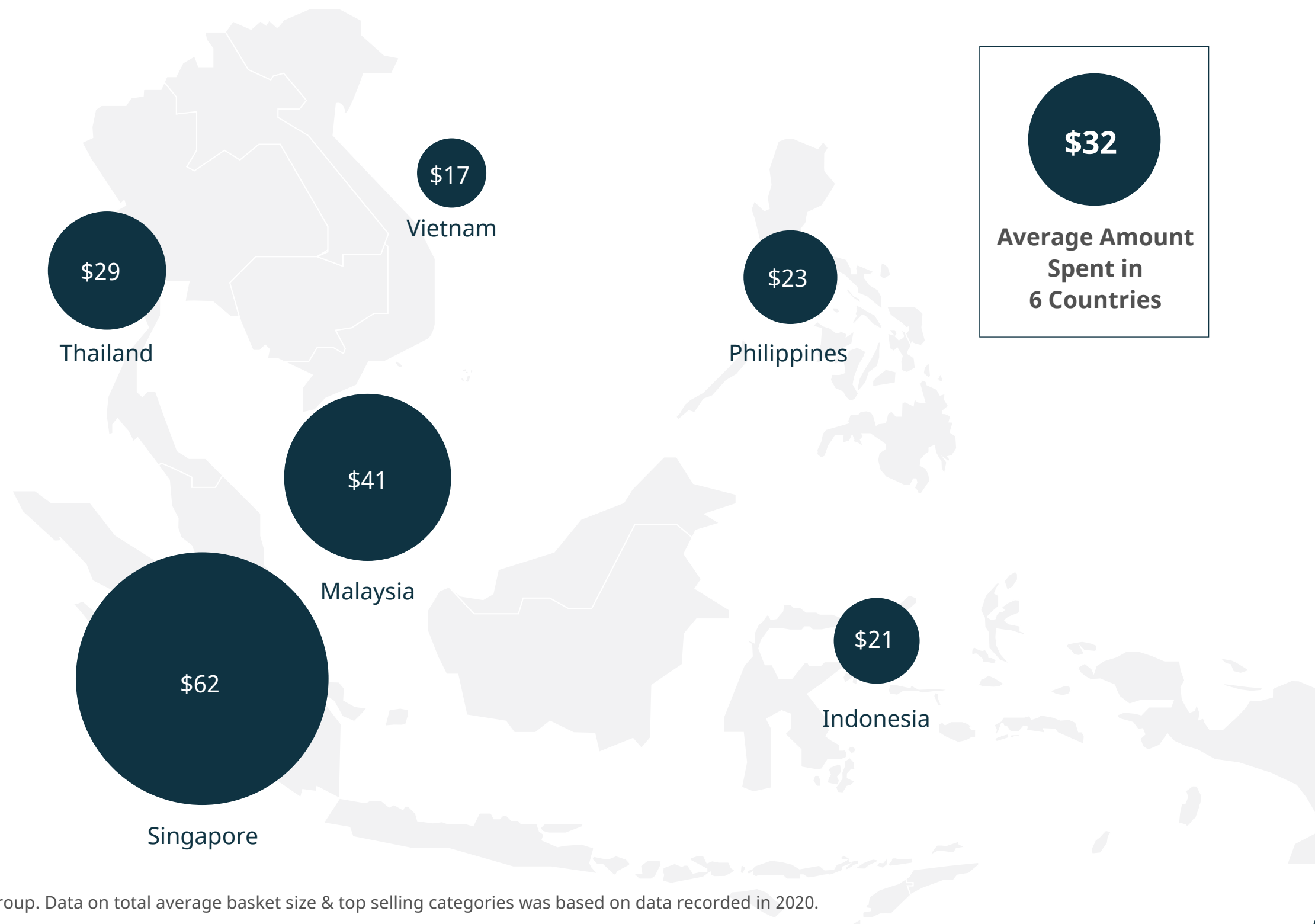


# Shopping Categories That Boomed During the Pandemic Year



## Top Categories per Country

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



**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.





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](http://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  $\geq 200$  weekly installs to be included in the dataset. A country-category-platform-week combination must have  $\geq 10$  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.

# Methodology





### 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.

