

THE PPRO
PAYMENTS &
E-COMMERCE
REPORT



HIGH-GROWTH
MARKETS
2018



In Europe, e-commerce is growing by 16% a year. In the markets covered by this report, the average is 33% a year. Even that is dwarfed by the fast-growing market, which is expanding at a rate of 78% a year.

For Westerners, used to mature economies and, in most economic metrics, single-figure growth rates, the scale of the online market and the pace of growth in the world's emerging markets is often hard to comprehend. Consider this: already today, 40% of the world's e-commerce sales are made in China. And the Chinese e-commerce market is still growing at a rate of 27% a year.

In many of these markets, there are successful local merchants and marketplaces. But there is also a hunger among young and increasingly affluent populations for global consumer brands. And in markets growing this quickly, there is opportunity and room for a range of players.

But this won't remain the case indefinitely. Merchants and PSPs hoping to succeed in these markets need to establish a foothold and work to build consumer trust and recognition now. Already in China, wages in some areas and industries are converging on European averages. Where China is today, Vietnam and other markets will be in ten years' time.

But by then, shopping habits and consumer loyalties in many of these markets will have solidified. New entrants will face a tougher task establishing themselves. Now is the time to expand into the world's fastest-growing e-commerce markets or risk losing out on future growth.

In this report, we take an in-depth look at eleven of these high-growth markets. We look at recent economic performance, the state of the online marketplace, the drivers for e-commerce growth, and local payment preferences. If you're wondering where you should expand to next, this guide is for you. Not only will it give you an idea of where to target, it will give you the information you need to succeed in your chosen markets.

These are exciting times for cross-border e-commerce. We wish you every success in your next cross-border venture.





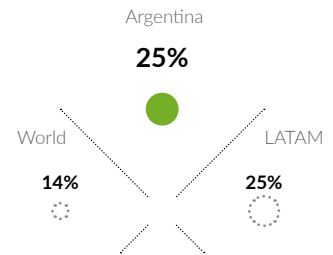
#10

ARGENTINA

25%
e-commerce
growth

Argentine Spanish is unique for its Italian influence. Most Argentines have at least one Italian ancestor and Italian is a widely spoken minority language. The highest point in South America, Mount Aconcagua is in Argentina. But so is the lowest point: the lake of Laguna del Carbón, 105 metres below sea level. The economy is mainly service-based and relies on a highly educated population. Major industries include grain production, cattle farming, financial services and tourism. Agriculture is the major export industry and is a priority for the government. E-commerce growth is in double figures, with travel the most popular category.

	Argentina	Latin America	World
Population	43,416,755	648,832,935	7,515,284,153
Population (15+)	32,478,252	480,136,371.90	5,561,310,273
GDP (\$USD millions)	\$584,711.49	\$4,698,636.00	\$74,292,303.73
GDP per capita (\$USD)	\$13,467.42	\$8,412.99	\$10,112.33
Online population	30,131,628	381,565,391	3,464,545,995
B2C E-commerce (\$USD Billion)	\$6.97	\$55.79	\$2,495.70
Average online spend (\$USD)	\$318.00	\$504.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

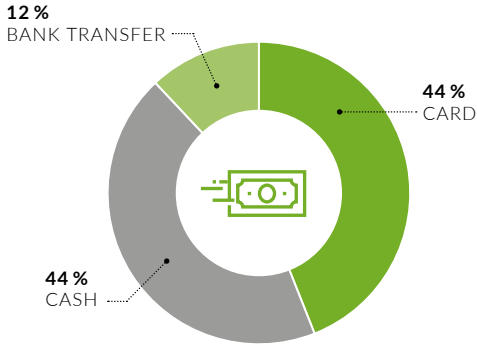
- ARGENCARD
- ASTROPAY CARD
- CABAL • CENCOSUD
- LINK • NARANJA
- NATIVA • PAGO FÁCIL
- PROVINCIA NET
- RAPIPAGO
- TARJETA SHOPPING



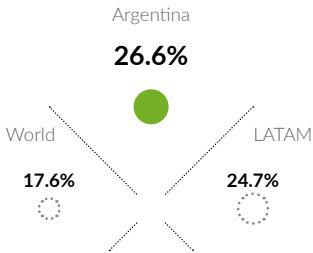
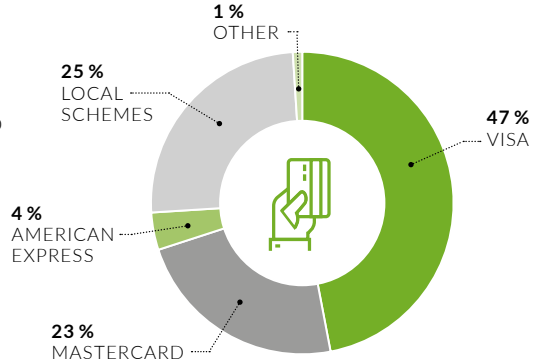
Top e-commerce segments

AIRLINES & HOTELS	ELECTRICAL GOODS	HOMEWARE
25%	11%	10%

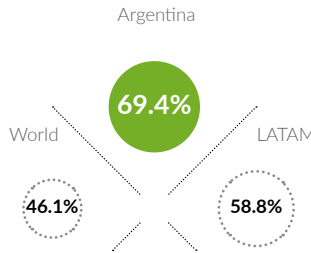
Payment split



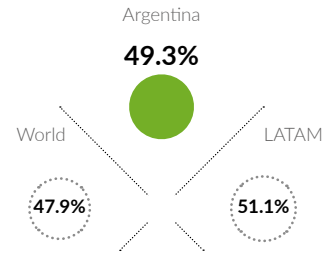
Card scheme breakdown



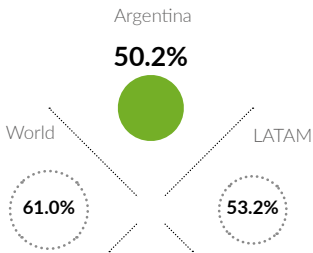
Credit card (15+)



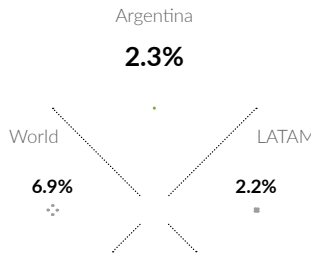
Internet penetration (%)



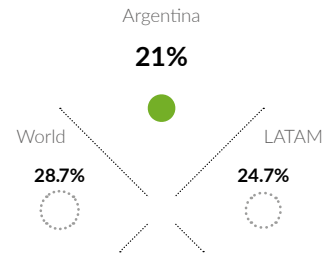
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



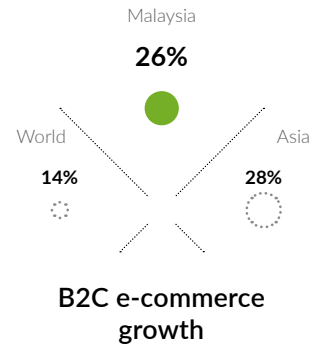
#9.1 MALAYSIA

26%
e-commerce
growth



In the last 40 years, Malaysia has transformed itself from mainly a producer of raw materials into a diversified economy. Finished capital and consumer goods are now 72% of its exports, raw materials just 6%. The economy is growing at 4% a year and GDP per capita is \$9,700. Malaysian e-commerce is worth \$1.78 billion a year and is growing at an annual rate of 26%. The most popular purchase categories are travel, clothes, and food. Online sales are less than 1% of total retail sales, despite an Internet penetration rate of over 70%.

	Malaysia	Asia	World
Population	30,331,007	4,486,151,520	7,515,284,153
Population (15+)	22,742,604	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$296,283.19	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$9,768.33	\$5,664.48	\$10,112.33
Online population	21,553,214	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.78	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$127.00	\$908.00	\$1,042.00



Top e-commerce segments

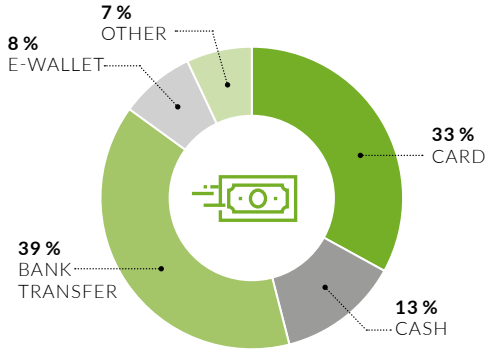
AIRLINES & HOTELS	CLOTHING & FOOTWEAR	FOOD & DRINK
17.9%	11.5%	10.5%

Important local payment methods

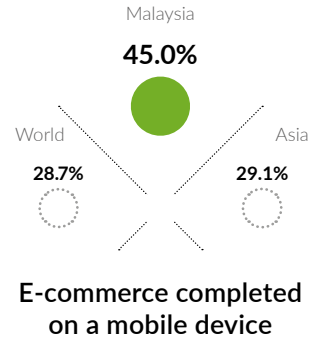
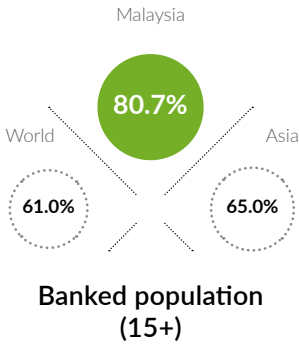
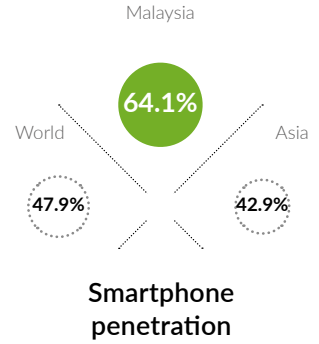
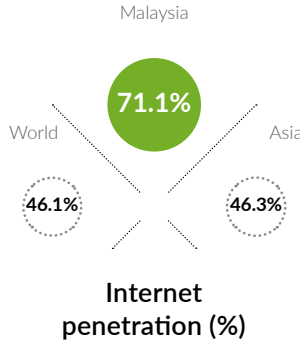
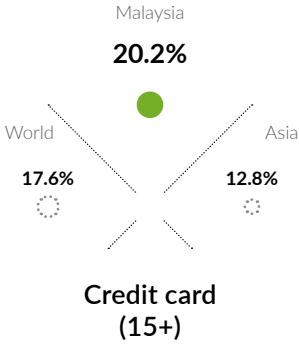
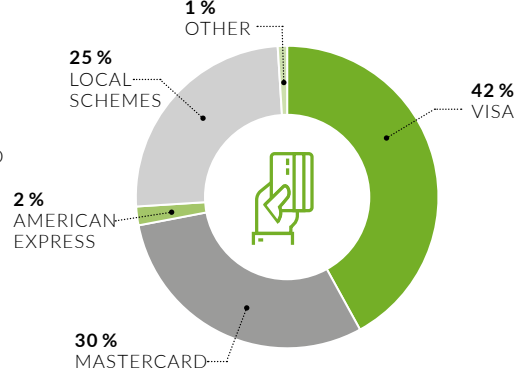
- 7-ELEVEN • AMONLINE
- CIMB CLICKS
- E-PAY • JOMPAY
- MAYBANK2U
- MOLWALLET
- MYCLEAR FPX
- PEX+
- RHB NOW
- WEBCASH



Payment split



Card scheme breakdown





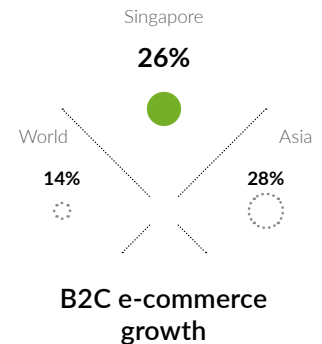
#9.2

SINGAPORE

26%
e-commerce
growth

Like Hong Kong, the city state of Singapore has one of the highest population densities in the world, 7,797 people per square kilometre. 74% of the population are of Chinese descent, other ethnic groups include Malays, Tamils and Cantonese. English is one of the city's official languages and is widely used in business. Over 70% of Singapore's physical exports are finished manufactured goods. However, the economy as a whole is dominated to 67% by the service sector. Singaporean e-commerce is worth \$3.9 billion a year and is growing at a rate of 26% a year.

	Singapore	Asia	World
Population	5,535,002	4,486,151,520	7,515,284,153
Population (15+)	4,674,699	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$292,739.31	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$52,888.74	\$5,664.48	\$10,112.33
Online population	4,544,237	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$3.94	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$1,022.00	\$908.00	\$1,042.00



Important local payment methods

- CIMB CLICKS
- DBS PAYLAH!
- ENETS
- EZ-LINK
- SAM BY SINGPOST

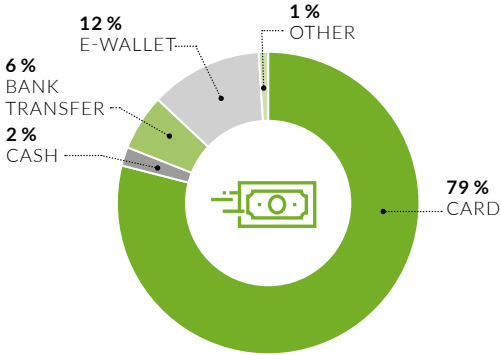


Top e-commerce segments

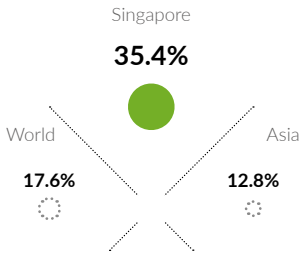
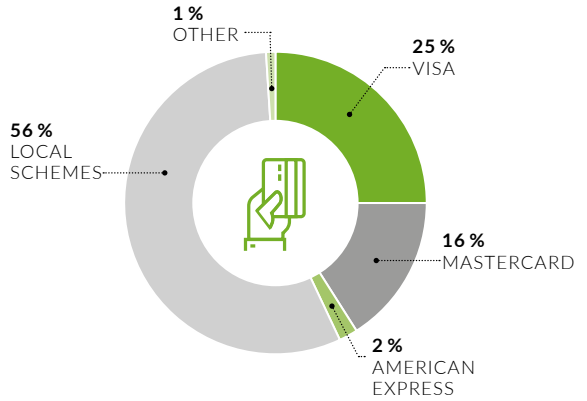
AIRLINES & HOTELS	CLOTHING & FOOTWEAR	FOOD & DRINK
17.3%	10.3%	10.2%



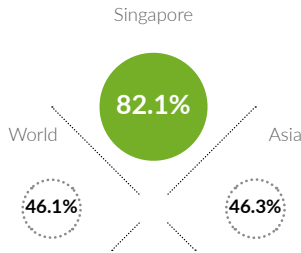
Payment split



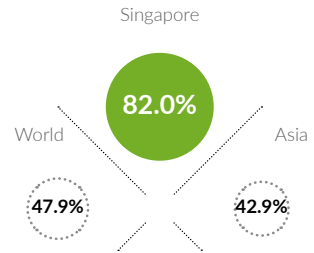
Card scheme breakdown



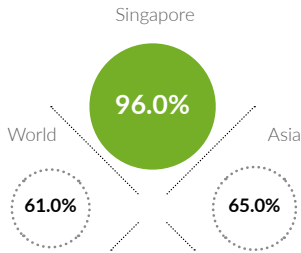
Credit card (15+)



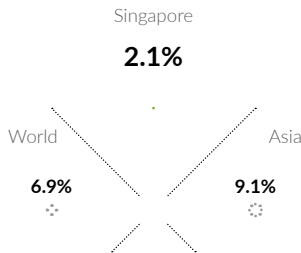
Internet penetration (%)



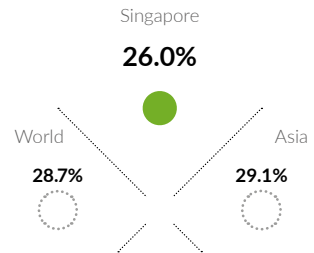
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



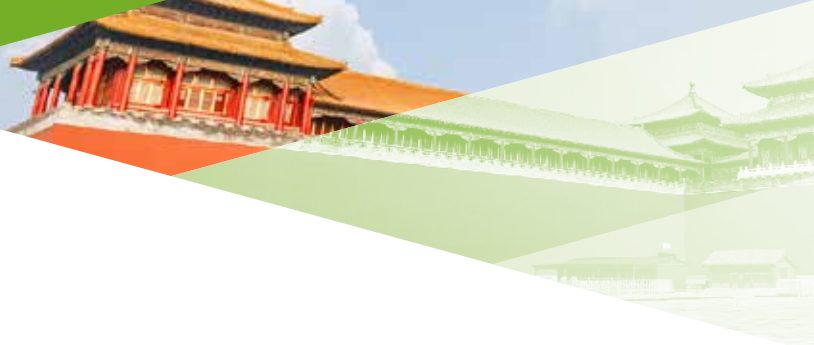
E-commerce completed on a mobile device



#8.1

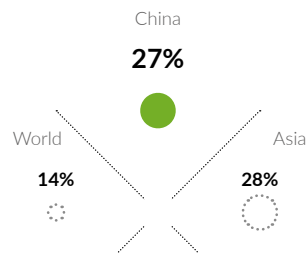
CHINA

27%
e-commerce
growth



Between 2006 and 2017, Chinese economic growth rates fell from 12% to just under 7%, mainly in response to decreased demand from Western markets. Remarkably, during the same period China's annual GDP per capita rose from \$2,000 to \$8,000. Unsurprisingly, this was accompanied by significant wage growth, with Chinese wages now 70% of those in the Eurozone economies such as Greece and Portugal. Fuelled by growing prosperity, Chinese e-commerce is growing by 26.8% a year. Chinese online shoppers most commonly pay by e-wallet. The most popular purchases are clothing, travel, and food.

	China	Asia	World
Population	1,371,220,000	4,486,151,520	7,515,284,153
Population (15+)	1,134,936,848	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$11,064,664.79	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$8,069.21	\$5,664.48	\$10,112.33
Online population	689,723,660	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$865.00	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$1,800.00	\$908.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ALIPAY
- BAIDU WALLET
- UNIONPAY
- WECHATPAY



Top e-commerce segments

CLOTHING & FOOTWEAR

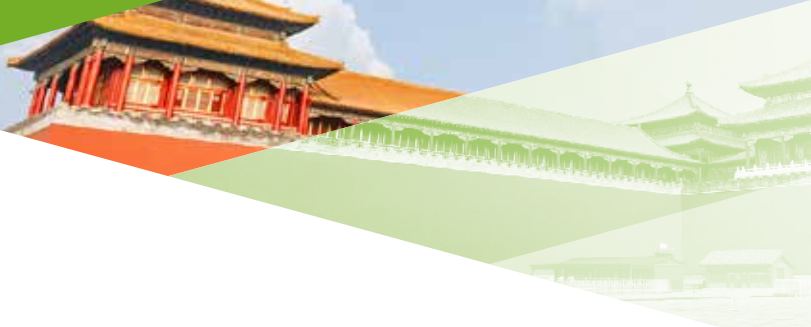
13.2%

AIRLINES & HOTELS

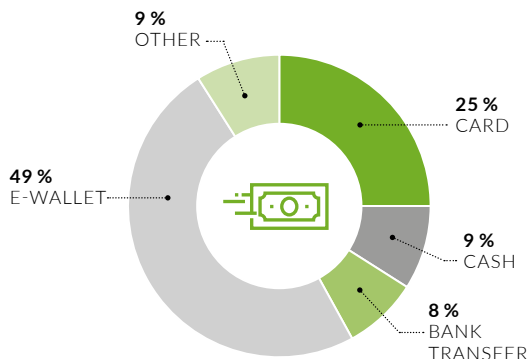
12.3%

FOOD & DRINK

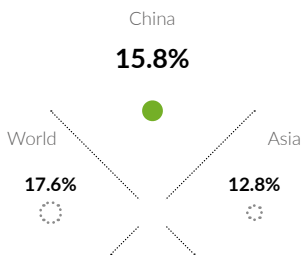
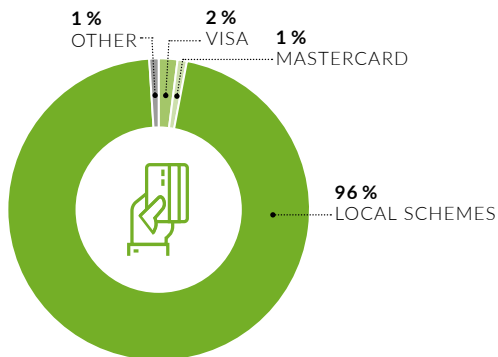
12.1%



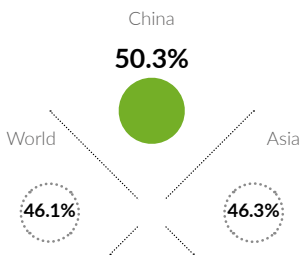
Payment split



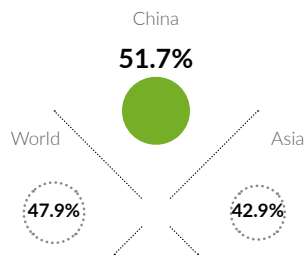
Card scheme breakdown



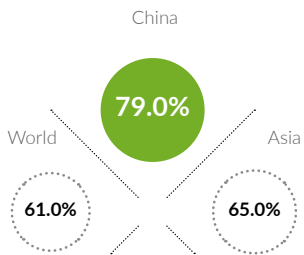
Credit card (15+)



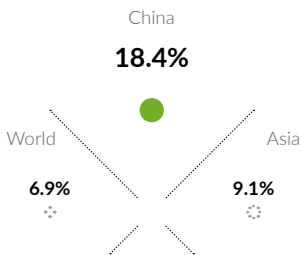
Internet penetration (%)



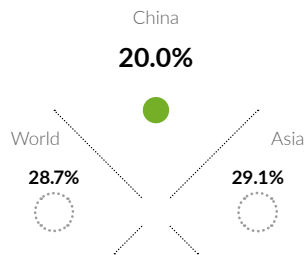
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



#8.2

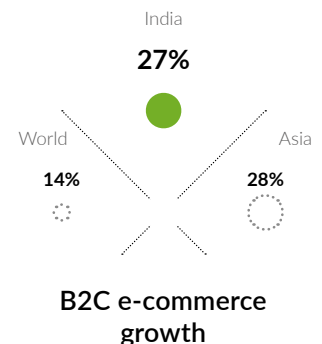
INDIA

27%
e-commerce
growth



India is the world's largest democracy. Its citizens speak over 50 languages, many of which are recognised at national or state level. English is a subsidiary official language, widely used in business. India's economic growth rate for the full year of 2017 will be 7.2%, rising to 7.7% in 2018. From 2014 to 2016, India was the world's fastest-growing economy but was overtaken by China in 2017. Annual GDP per capita and average national income remain relatively low, at roughly \$1,500. E-commerce is growing by 27% a year. Popular purchase categories include travel, clothing and food.

	India	Asia	World
Population	1,311,050,527	4,486,151,520	7,515,284,153
Population (15+)	933,623,632	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$2,088,841.35	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$1,593.26	\$5,664.48	\$10,112.33
Online population	456,245,583	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$30.98	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$265.00	\$908.00	\$1,042.00



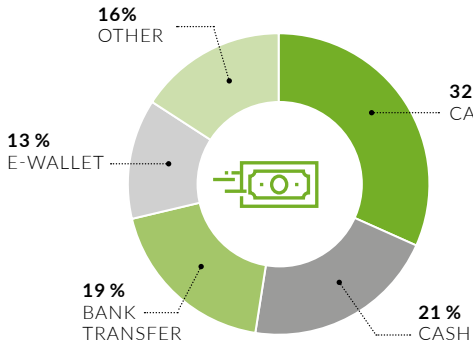
Top e-commerce segments

AIRLINES & HOTELS	CLOTHING & FOOTWEAR	FOOD & DRINK
14.9%	10.3%	9.3%

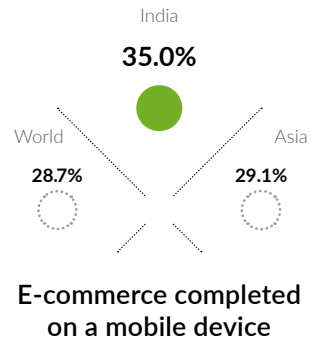
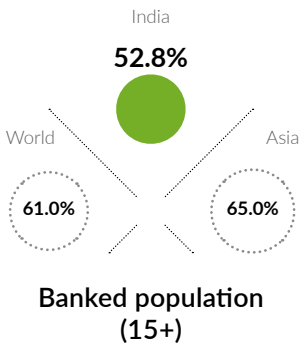
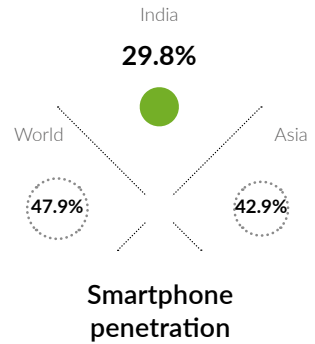
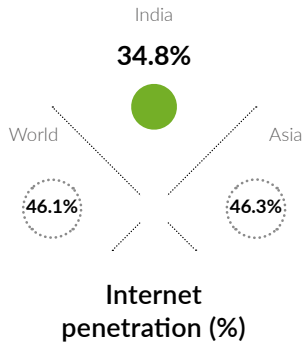
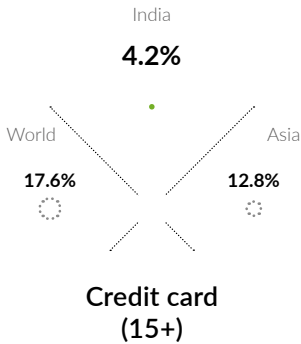
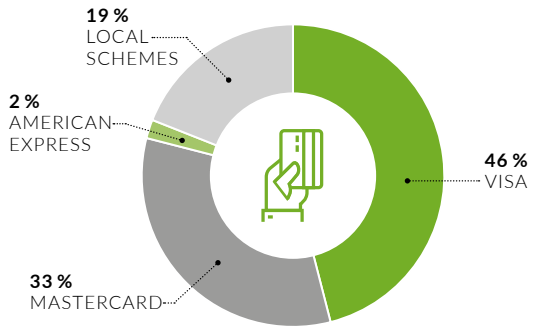
Important local payment methods

- AIRTEL MONEY
- BHIM
- CITRUS WALLET
- ITZCASH • MOBICASH
- MOBIKWIK • OLAMONEY
- OXIGEN WALLET
- PAYSBUY • PAYTM
- PAYTM WALLET • QIWI WALLET
- RUPAY • TRUPAY

Payment split



Card scheme breakdown





#7

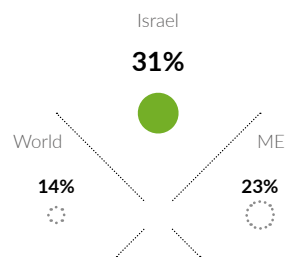
ISRAEL

31%
e-commerce
growth



Israel aspires to be the world's 15th largest economy by 2025, according to Economy and Industry Minister Eli Cohen. Currently it's 33rd. In particular, Cohen has set his sights on doubling the country's trade with China. Both goals are demanding in the extreme, but with Israel attracting 15% of the world's venture-capital investment, there's every reason to think they are achievable. Israeli e-commerce is currently worth \$3.6 billion and is growing by 31% a year. Economic growth in 2016 stood at 4.04% for the entire year, but peaked at 6.2% in the fourth quarter.

	Israel	Middle East	World
Population	8,380,100	342,685,545	7,515,284,153
Population (15+)	6,047,628	238,599,856	5,561,310,273
GDP (\$USD millions)	\$299,415.71	\$3,046,253.84	\$74,292,303.73
GDP per capita (\$USD)	\$35,729.37	\$8,889.35	\$10,112.33
Online population	6,482,182	212,123,372	3,464,545,995
B2C E-commerce (\$USD Billion)	\$3.60	\$23.42	\$2,495.70
Average online spend (\$USD)	\$1,361.00	\$980.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

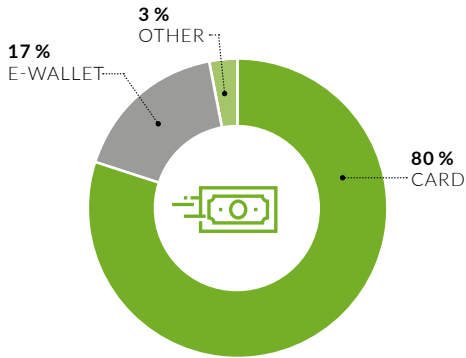
- ISRACARD
- MINT
- MOBIAMO
- WEBMONEY
- YANDEX MONEY



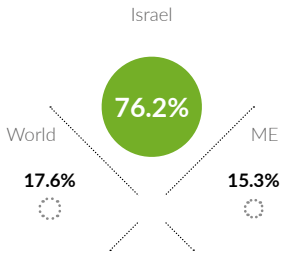
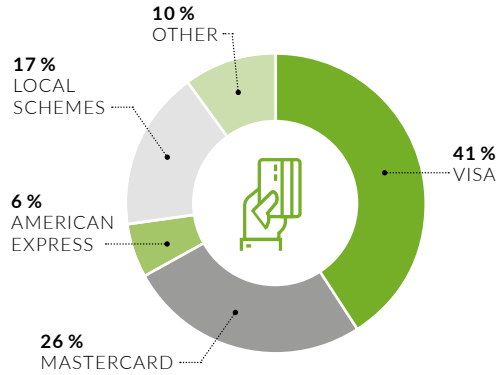
Top e-commerce segments

AIRLINES & HOTELS	CLOTHING & FOOTWEAR	INFORMATION TECHNOLOGY
20%	10%	7%

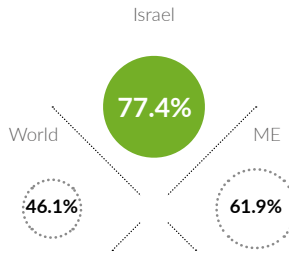
Payment split



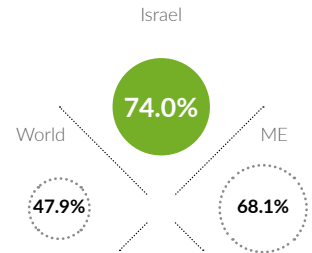
Card scheme breakdown



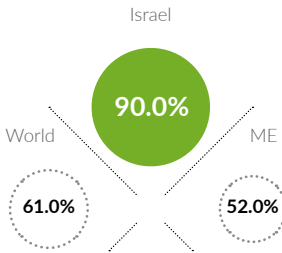
Credit card (15+)



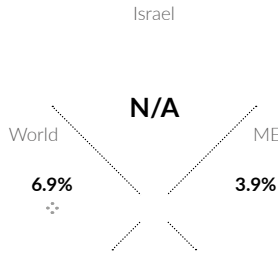
Internet penetration (%)



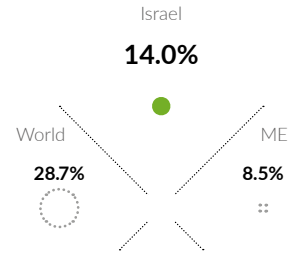
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



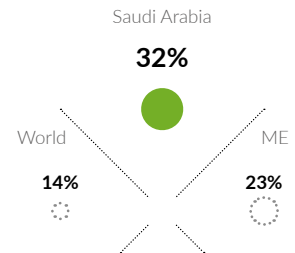
#6

SAUDI ARABIA

32%
e-commerce
growth

As part of its long-term economic diversification plan, but also in response to the falling price of oil, Saudi Arabia is developing new centres of excellence in tourism, industry, logistics and finance – it's so-called 'economic cities'. The country has been hit hard by falling oil prices, with economic growth down from 9.9% in 2011 to 1.7% in 2016. Despite this, e-commerce is already worth \$4.5 billion and is growing by 32% a year. According to a recent Google study, demand for fashion items is particularly high following an offline boom in the sector now moving online.

	Saudi Arabia	Middle East	World
Population	31,540,372	342,685,545	7,515,284,153
Population (15+)	22,525,499	238,599,856	5,561,310,273
GDP (\$USD millions)	\$646,001.87	\$3,046,253.84	\$74,292,303.73
GDP per capita (\$USD)	\$20,481.74	\$8,889.35	\$10,112.33
Online population	21,957,219	212,123,372	3,464,545,995
B2C E-commerce (\$USD Billion)	\$4.50	\$23.42	\$2,495.70
Average online spend (\$USD)	\$625.00	\$980.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ONECARD
- MOBIAMO
- MINT
- SADAD



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

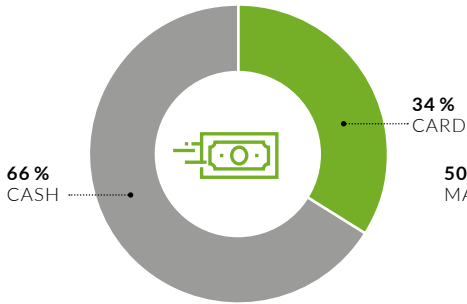
INFORMATION TECHNOLOGY

1ST

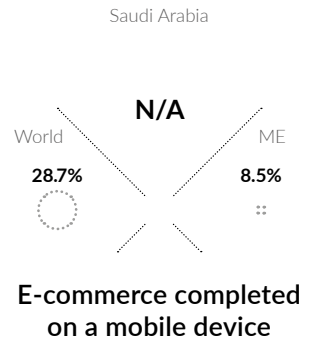
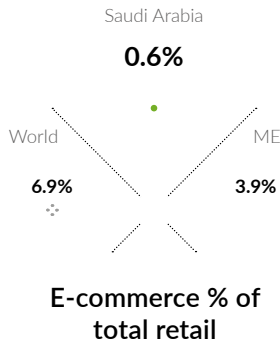
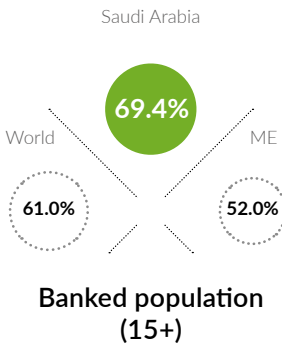
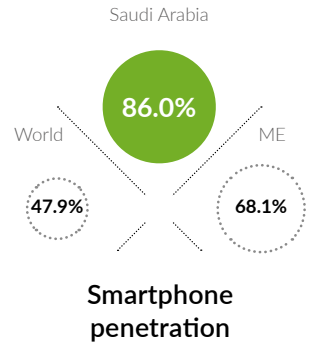
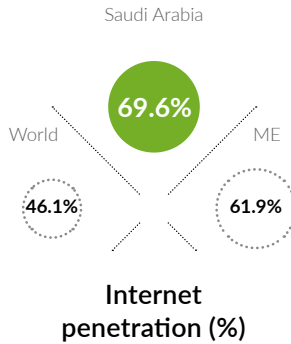
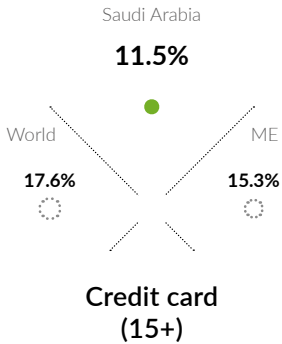
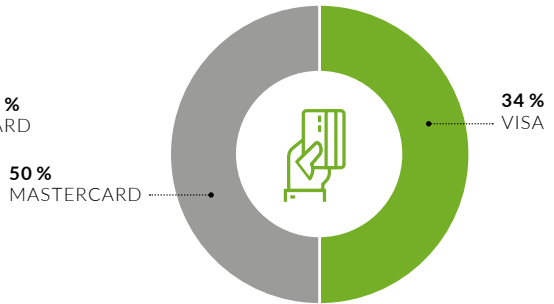
2ND

3RD

Payment split



Card scheme breakdown





#6

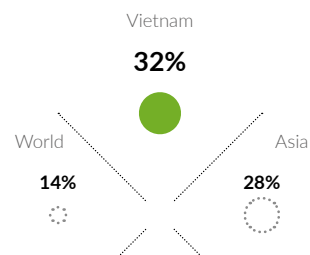
VIETNAM

32%
e-commerce
growth



In August 2017, Vietnam's capital, Ho Chi Minh City (formerly Saigon), played host to AdDays Asia Conference, one of the continent's leading digital advertising events. If that jars with what you think of when you think 'Vietnam', that's because the country is changing and modernising rapidly. Today, the USA is Vietnam's single most important trade partner, taking 22% of the country's exports. GDP per capita is just over \$2,000 and the country's economic growth rate is 6.2% a year. The e-commerce market is worth \$2.6 billion a year and is growing at a rate of 32%.

	Vietnam	Asia	World
Population	91,713,300	4,486,151,520	7,515,284,153
Population (15+)	70,536,986	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$193,599.38	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$2,110.92	\$5,664.48	\$10,112.33
Online population	48,351,252	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$2.60	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$55.00	\$908.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- KASPI BANK
- MOMO
- NGAN LUONG
- TRUEMONEY
- VTC PAY



Top e-commerce segments

CLOTHING & FOOTWEAR

CONSUMER ELECTR.

FURNITURE & APPLIANCES

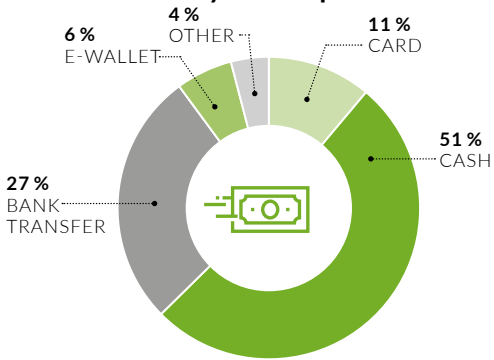
1ST

2ND

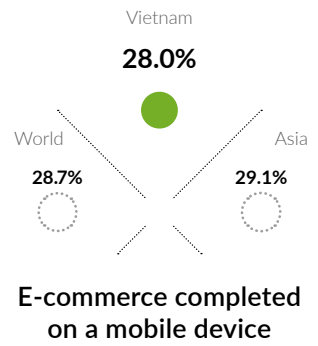
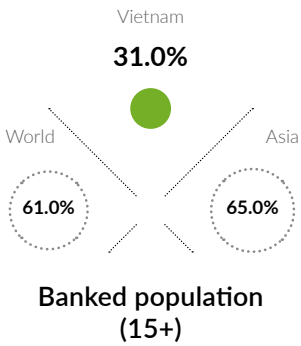
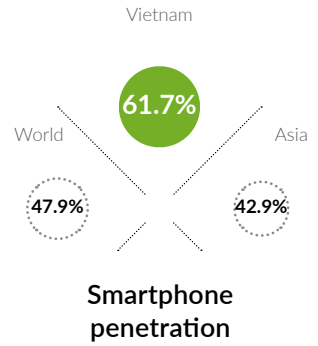
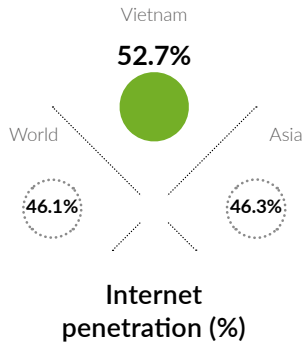
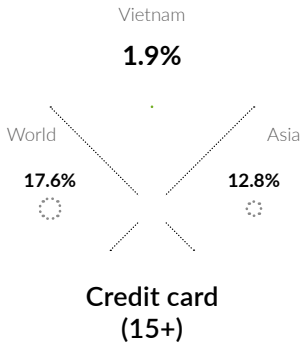
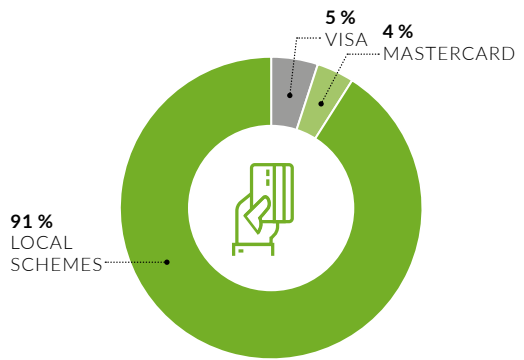
3RD



Payment split



Card scheme breakdown





UNITED ARAB EMIRATES

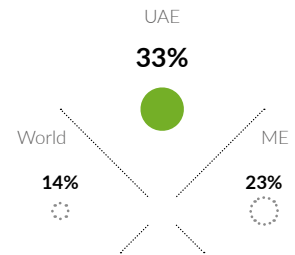
#5

33%
e-commerce
growth



Of all the Gulf states, the UAE has probably had the most success in diversifying its economy. In 2017, its non-oil sectors are growing at an impressive 3.8%, outperforming the economy in general. Consumer spending is rising and is expected to hit \$200 billion this year. UAE e-commerce is worth \$5.10 billion and is growing at 33% a year. The UAE leads the region in smartphone and Internet penetration, both of which are above 90%. In September, Amazon subsidiary Souq ran a trial of free shipping, opening a new field of competition in this dynamic market.

	UAE	Middle East	World
Population	9,156,963	342,685,545	7,515,284,153
Population (15+)	7,880,714	238,599,856	5,561,310,273
GDP (\$USD millions)	\$370,296.26	\$3,046,253.84	\$74,292,303.73
GDP per capita (\$USD)	\$40,438.76	\$8,889.35	\$10,112.33
Online population	8,355,125	212,123,372	3,464,545,995
B2C E-commerce (\$USD Billion)	\$5.10	\$23.42	\$2,495.70
Average online spend (\$USD)	\$1,380.00	\$980.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

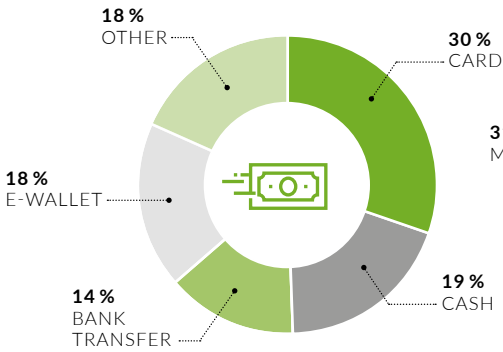
- E-DIRHAM
- ETISALAT WALLET
- MBME
- MERCURY
- EMIRATES DIGITAL WALLET
- ONECARD



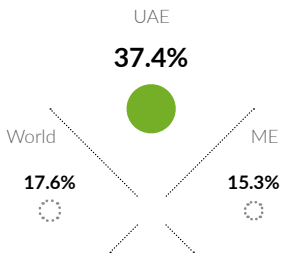
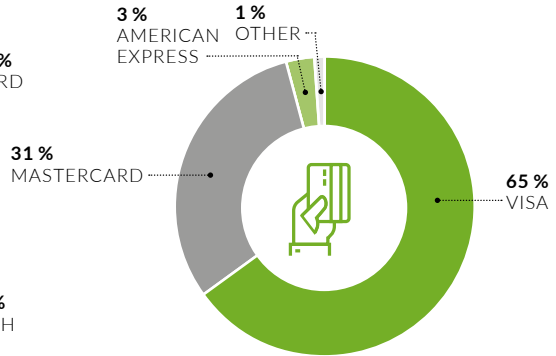
Top e-commerce segments

AIRLINES & HOTELS	CLOTHING & FOOTWEAR	FOOD & DRINK
13.7%	11.4%	9.2%

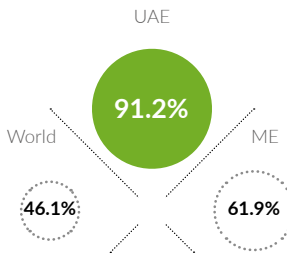
Payment split



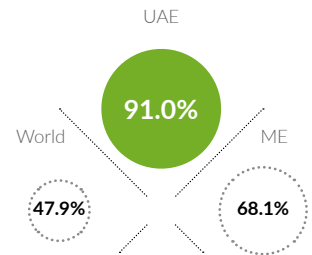
Card scheme breakdown



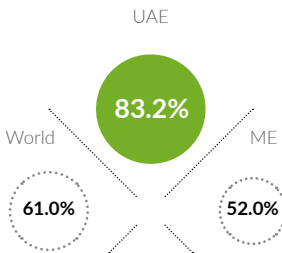
Credit card (15+)



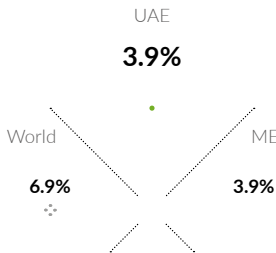
Internet penetration (%)



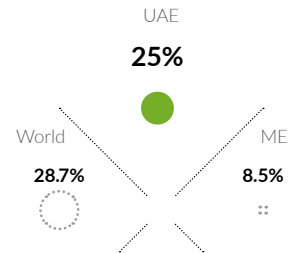
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



#4

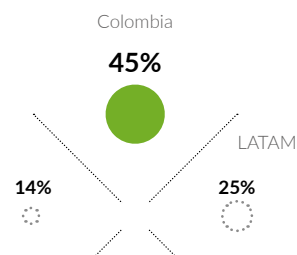
COLOMBIA

45%
e-commerce
growth



Colombia is the third-largest economy in South America. Growth slowed in the first quarter of 2017. This could be due to structural issues, arising from the long-running but now ended civil war. But it could also be a consumer response to an increase in VAT from 16% to 19%, effective from 1 January 2017. E-commerce is growing rapidly in Colombia: currently at 45% a year. Drivers for e-commerce growth include the convenience of shopping at home, the ability to price compare, and the increasing availability of home delivery. The Colombian e-commerce market is currently worth US\$5.2 billion a year.

	Colombia	Latin America	World
Population	48,228,704	648,832,935	7,515,284,153
Population (15+)	36,515,508	480,136,371.90	5,561,310,273
GDP (\$USD millions)	\$292,080.16	\$4,698,636.00	\$74,292,303.73
GDP per capita (\$USD)	\$6,056.15	\$8,412.99	\$10,112.33
Online population	26,962,244	381,565,391	3,464,545,995
B2C E-commerce (\$USD Billion)	\$5.20	\$55.79	\$2,495.70
Average online spend (\$USD)	\$500.00	\$504.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ASTROPAY CARD
- CARULLA
- DAVIVIENDA
- EDEQ (EMPRESA DE ENERGIA DEL QUINDIO)
- EFACTY
- PSE (BOTON PSE)
- SAFETYPAY
- SURTIMAX
- VIA BALOTO



Top e-commerce segments

CLOTHING & FOOTWEAR

1ST

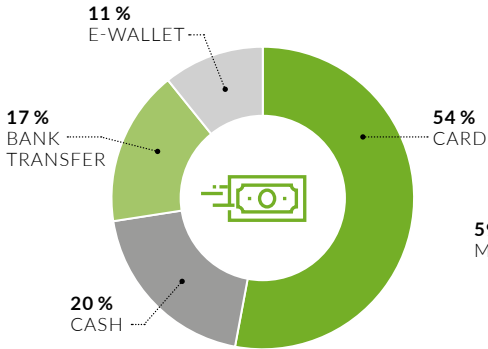
AIRLINES & HOTELS

2ND

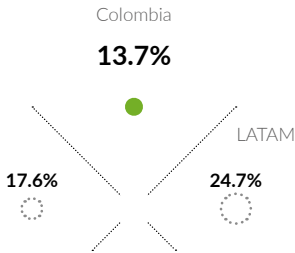
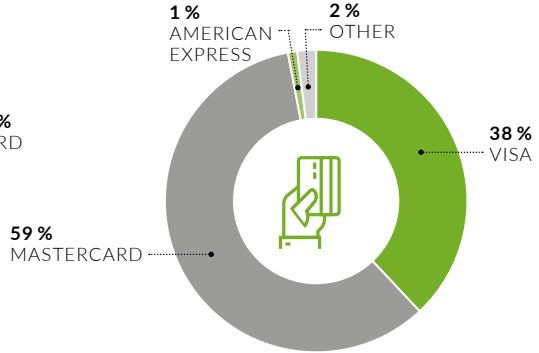
ELECTRICAL GOODS

3RD

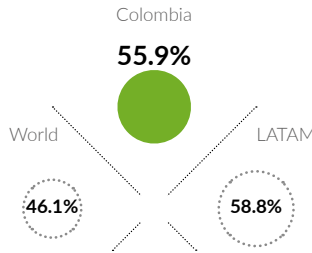
Payment split



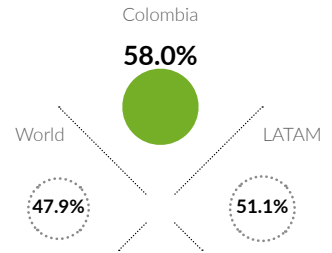
Card scheme breakdown



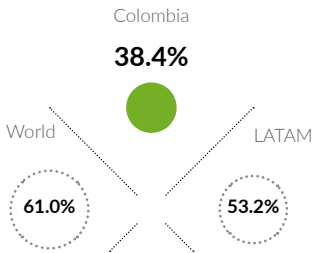
Credit card (15+)



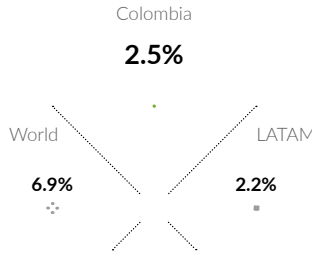
Internet penetration (%)



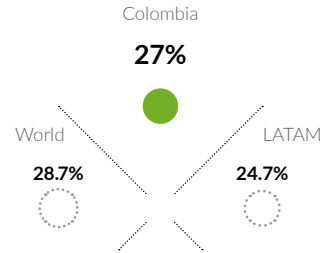
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



#3

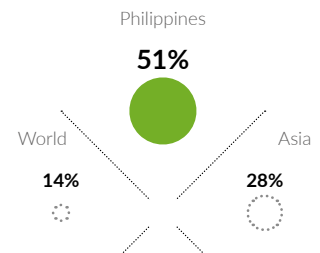
PHILIPPINES

51%
e-commerce
growth



Named for King Philip II of Spain, the Philippines is home to over 100 ethnic and linguistic groups, though most of the people are of Malay descent. A long history of Spanish rule has left it one of only two Catholic-majority countries in Asia, the other being East Timor. Over 80% of Filipino exports are either finished capital or consumer goods. Economic growth is 6.7% a year. The average Filipino spends \$53 a year with online merchants. The entire Filipino e-commerce market is worth \$1.6 billion and is growing at a rate of 51% a year.

	Philippines	Asia	World
Population	100,699,395	4,486,151,520	7,515,284,153
Population (15+)	68,527,413	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$292,451.39	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$2,904.20	\$5,664.48	\$10,112.33
Online population	52,967,882	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.60	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$53.33	\$908.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- 7-CONNECT
- BANCNET
- DRAGONPAY
- ML EPAY
- PAYCASH
- TRUEMONEY



Top e-commerce segments

CONSUMER ELECTR.

CLOTHING & FOOTWEAR

FURNITURE & APPLIANCES

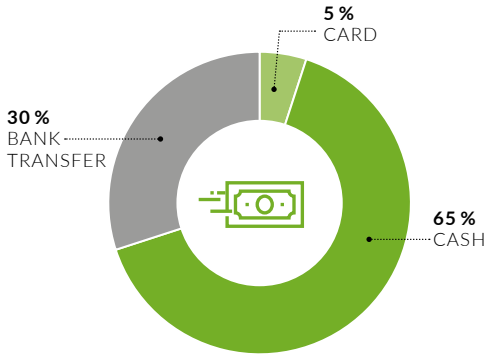
1ST

2ND

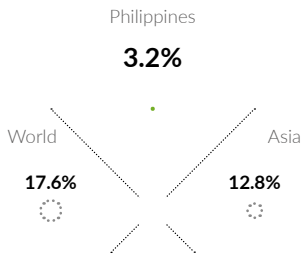
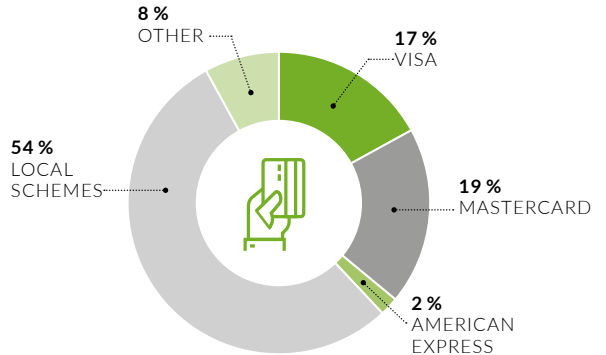
3RD



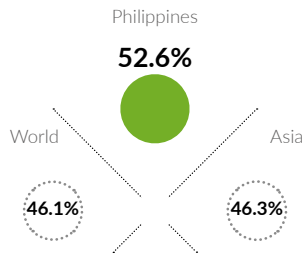
Payment split



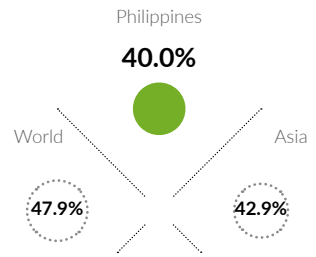
Card scheme breakdown



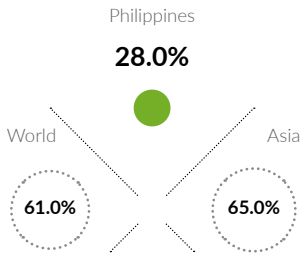
Credit card (15+)



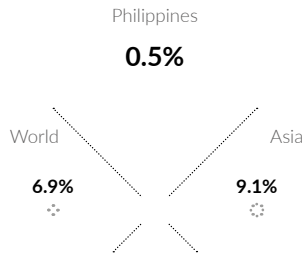
Internet penetration (%)



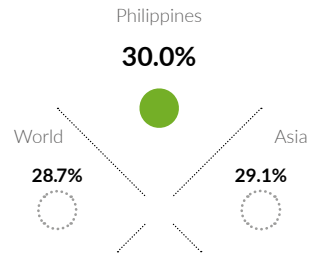
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device

#2

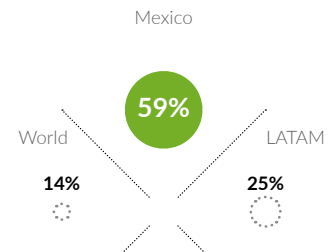
MEXICO

59%
e-commerce
growth



Mexico's economy has grown for four consecutive years. Growth slowed somewhat in early 2017 because of fears about possible trade disputes with the USA. By summer these fears were fading and Mexico revised its official growth estimate for 2017 upward once again to 1.5 – 2.5%. Mexican e-commerce is growing by 59% a year. Reasons for turning to online shopping include logistical improvements that have seen shipping times fall in recent years and support for a wider range of online payment options. The US administration wants to renegotiate the terms of cross-border e-commerce with Mexico as part of a new NAFTA treaty.

	Mexico	Latin America	World
Population	127,017,224	648,832,935	7,515,284,153
Population (15+)	91,953,565	480,136,371.90	5,561,310,273
GDP (\$USD millions)	\$1,143,793.18	\$4,698,636.00	\$74,292,303.73
GDP per capita (\$USD)	\$9,005.02	\$8,412.99	\$10,112.33
Online population	72,947,317	381,565,391	3,464,545,995
B2C E-commerce (\$USD Billion)	\$16.22	\$55.79	\$2,495.70
Average online spend (\$USD)	\$819.00	\$504.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ASTROPAY CARD
- CITIBANAMEX
- OXXO
- SAFETYPAY

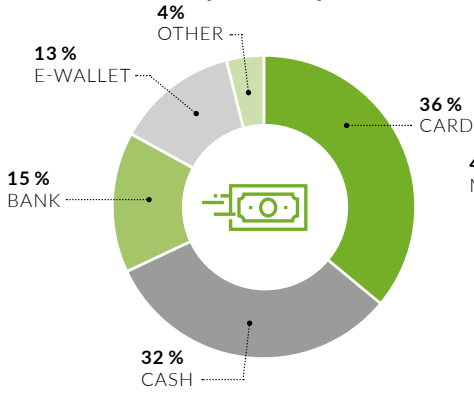


Top e-commerce segments

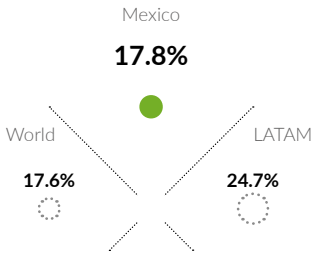
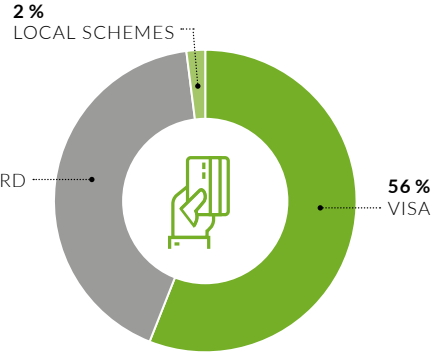
AIRLINES & HOTELS	ELECTRICAL GOODS	CLOTHING & FOOTWEAR
16.6%	11.5%	10.2%



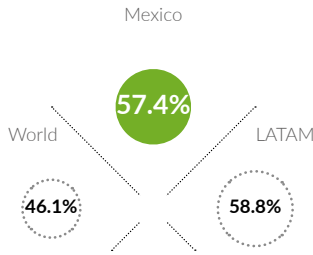
Payment split



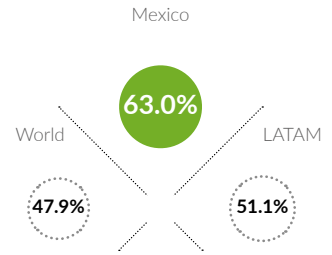
Card scheme breakdown



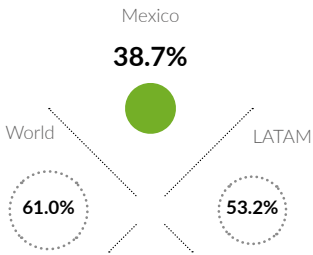
Credit card (15+)



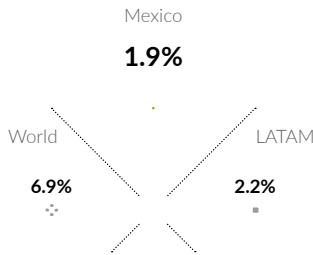
Internet penetration (%)



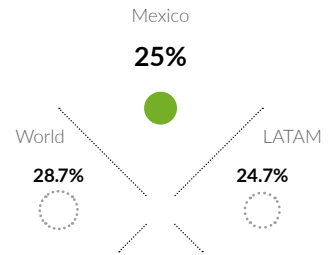
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device



#1

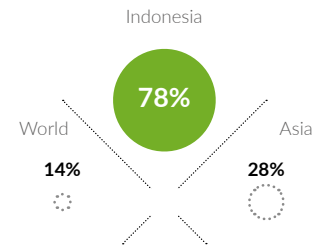
INDONESIA

78%
e-commerce
growth



The world's fourth most-populous country, Indonesia, is an archipelago of over 13,000 islands. Between them, its people speak more than 300 languages. The country's natural resources include copper, tin, oil and gas. It is also the world's largest producer of palm oil. Per capita GDP is \$3,300 a year, the economic growth rate around 5%. E-commerce, worth \$7.2 billion a year today, is growing at an astounding 78% a year. Online sales still only account for 2.4% of all retail sales, despite an Internet penetration rate of 40%. This suggests ample room for growth.

	Indonesia	Asia	World
Population	257,563,815	4,486,151,520	7,515,284,153
Population (15+)	186,238,246	3,409,475,155.20	5,561,310,273
GDP (\$USD millions)	\$861,933.97	\$22,551,209.12	\$74,292,303.73
GDP per capita (\$USD)	\$3,346.49	\$5,664.48	\$10,112.33
Online population	103,025,526	2,075,157,798	3,464,545,995
B2C E-commerce (\$USD Billion)	\$7.62	\$1,082.17	\$2,495.70
Average online spend (\$USD)	\$228.00	\$908.00	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ALFAMART
- ALFAMIDI
- ATMVA
- BCA KLIKPAY
- DOKU WALLET
- INDOMARET
- INDOSAT DOMPETKU
- KASPAY
- TCASH

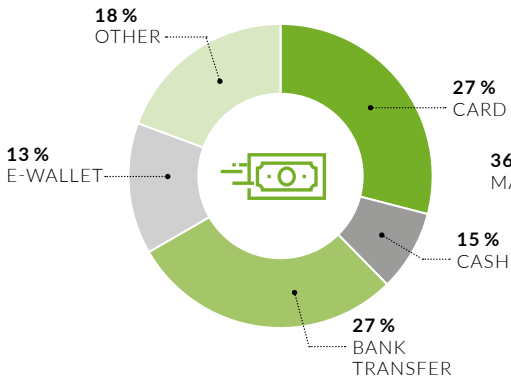


Top e-commerce segments

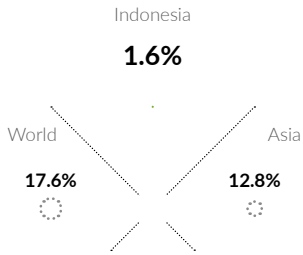
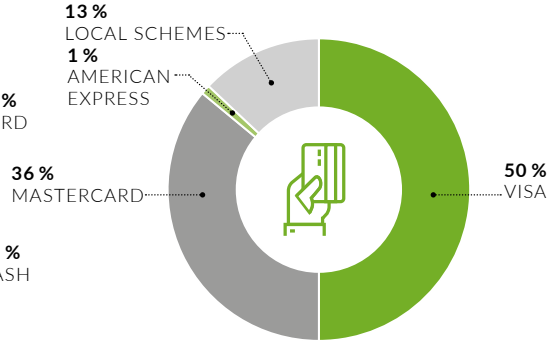
AIRLINES & HOTELS	CLOTHING & FOOTWEAR	HEALTH & BEAUTY
17.7%	11.9%	11.2%



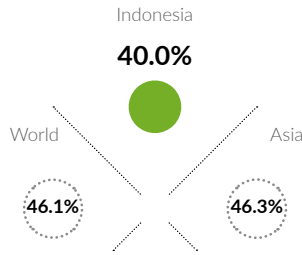
Payment split



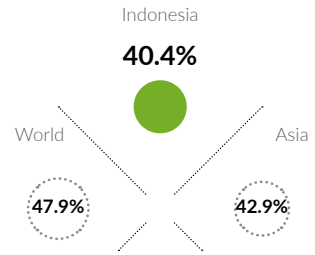
Card scheme breakdown



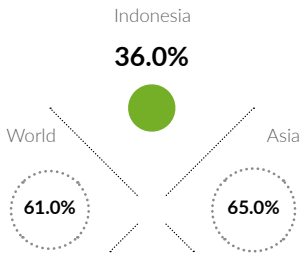
Credit card (15+)



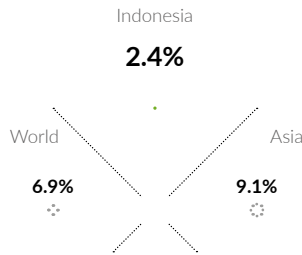
Internet penetration (%)



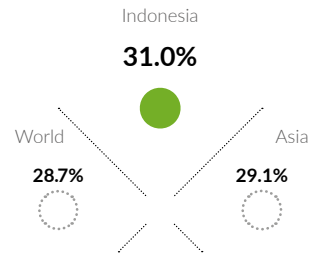
Smartphone penetration



Banked population (15+)



E-commerce % of total retail



E-commerce completed on a mobile device