



# E-commerce during Chinese New Year



Cross-border e-commerce trends across Asia

2020 million people acknowledge the festival in 2020

**\$149 billion**

is the sales record in 2019 in China



Singapore has the highest e-commerce spent for travels & airlines (29.3%)



Indonesia is the only country in APAC where electrical goods are the most popular e-commerce segment (16.9%)



China is the only country in APAC where clothing & footwear is the most popular e-commerce segment (17.4%)



Food & drink are the most popular e-commerce segment in South Korea (20.7%)



Japan is the number one cross-border shopping market for China and vice versa

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