

Trends Driving RETAIL FUTURE IN SOUTH EAST ASIA



1.2 billion dollars! That will be the estimated worth of e-commerce in Southeast Asia by 2025.,

The world of retail in APAC region has become an experiential springboard today.

TECHNOLOGY DISRUPTING THE RETAIL LANDSCAPE ARE



On demand M-POS (Mobile point of sale)
Southeast Asian consumers will make \$32 billion in mobile payments by 2021.³

Key Takeaway: Providing a seamless mobile experience shall ease transaction process for consumers.



Rise of smart speaker
Voice controlled shopping is set to explode Asia Pacific over the next four years to \$40 billion by 2022.²

Key Takeaway: Sound content, chatbots, are going to be big differentiator given the leverage of digital assets.



Chatbots to be talk of the town

Within two years, 25% of the world's population will be using chat apps, with APAC driving a large proportion of this growth.³

Key Takeaway: These programmed interface simulating human conversation through AI offerings shall take personalized online customer experience to a different level.



Experience driven E-commerce

The online revenues through E-commerce in APAC region are expected to reach \$2.34 trillion in 2019.⁴

Key Takeaway: With a well-designed ecommerce site and a quality product, scaling boundaries at least virtually and spurting new growth levels shall only move upwards.



IoT to revolutionise retail

By 2022, IoT in Asia/Pacific excluding Japan is expected to reach \$381.8 billion.⁵

Key Takeaway: New opportunities to personalise, simplify and improve shopping experiences is only going to be big. Consider smart payment, bluetooth beacon alerts etc.

Retail industry is ever-expanding! And, with increasing purchasing power of consumers, proliferation of social media users, and continuously progressing technology, future of retail in the coming years seems to be more vibrant as ever.

Sources

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