



Euromonitor
International

Unlocking E-Commerce in Asia and Beyond: Lessons from China, Japan and South Korea

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Key findings

INTRODUCTION

China, Japan and South Korea lead e-commerce in Asia Pacific

East Asia e-commerce is constantly evolving and offering new business opportunities

WHY EAST ASIA MATTERS

East Asia dominates and will continue to lead e-commerce in Asia Pacific

Convenient shopping experience further enhanced by diversifying fulfilment methods

Re-assess what works and what's next in e-commerce

Health and beauty retail e-commerce is well established, over-indexing offline channel

DECODING E-COMMERCE RETAILER LANDSCAPE

Retailer landscape sees consolidation, while competitive advantages vary by industry

While health and beauty e-commerce markets are highly concentrated, volatility still exists

Outperforming retailers have emerged in the market with differentiated expansion strategies

Douyin : Synergy among users, influencers and brands revolutionises the shopping journey

@Cosme: Offline store succeed in digitalisation by creating a seamless shopping experience

Kurly : Grocery platform's strategic customer-centric expansion into beauty sector

LESSONS FROM INDUSTRY LEADERS AND DISRUPTERS

Navigating digital dominance through e-commerce

Proya's e-commerce expansion: Driving growth and dominance in China's beauty market

Oi Ocha's e-commerce innovation: Driving growth and sustainability in Japan's RTD tea

E-commerce and social commerce catalysts for small brand growth

Nuo Fan's disruption in China's chocolate market

Greek Day's rise in the South Korean yoghurt market

UNLOCKING E-COMMERCE GROWTH TOMORROW

Recommendations to secure e-commerce growth in Asia

A guide for finding success in e-commerce in East Asia

Evolution of e-commerce in East Asia and beyond

Questions we are asking

APPENDIX

About Euromonitor's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

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