



Euromonitor  
International

# Asia Pacific: Retail's New Centre of Gravity

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## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

In 2023, Asia Pacific led all regions globally with USD6.7 trillion in retail sales

The global retail sector's centre of gravity continues to shift towards Asia Pacific

Three key demographic shifts are powering Asia Pacific's retail evolution

A mobile-first mindset has shaped Asia Pacific's online sales boom

Retailers and brands cannot treat Asia Pacific as if it is a monolithic bloc

## EAST ASIA: THE WORLD'S RETAIL POWERHOUSE

East Asia dominates Asia Pacific's retail landscape

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China stands alone as the Asia Pacific's most important retail market

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The digital revolution continues to transform Chinese retail

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Infrastructure improvements in India power e-commerce growth

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## ASIA PACIFIC: RETAIL'S NEW CENTRE OF GRAVITY

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