



Report 1

Market
India
Indonesia
Japan
Philippines
South Korea
Australia
Newzealand
Bangladesh

Insights

1. **Broad APAC Presence:**

- AtliQ operates in 8 key APAC markets, showing significant regional coverage.

2. **Focus on Emerging Markets:**

- India, Indonesia, and Bangladesh offer high growth potential due to large, emerging consumer bases.

3. **Mature Markets:**

- Japan, South Korea, and Australia are more established markets requiring brand loyalty and premium offerings.

4. **Tailor to Local Needs:**

- Diverse markets suggest AtliQ should localize products and marketing to match consumer preferences.

5. **Regional Market Strategies:**

- Tech-savvy consumers in South Korea and Japan vs. price-sensitive consumers in India and Indonesia.

6. **Potential for Expansion:**

- Opportunity to expand into Southeast Asia and grow in New Zealand and Australia.

7. **Partnerships and Distribution:**

- Focus on local partnerships to improve market entry and reach.

8. **Efficient Logistics:**

- Need for effective supply chain management across geographically diverse markets.