

# Payments and E-commerce Report

## Asia Pacific



Gain expertise and get granular insights on e-commerce in Asia Pacific:  
consumer demographics, payment preferences, cross-border shopping stats  
and more.

# Asia Pacific

There is a certain solemn shuffle in the way that economic forecasts are released and updated. Long-range forecasts are always a little uncertain. The markets monitor them, and as the time draws near for them to be updated, there is some sober speculation in the business press about whether the previous estimate will have to be updated by fractions of a percentage point.

Not this year. In October 2019, the IMF predicted that Asia would grow by 5% in 2019<sup>1</sup>. That's 0.4% lower than the IMF's April 2019 projection for full year growth, but overall not too bad<sup>1</sup>. How is that prediction holding up now?

The short answer is that we don't know yet. The novel coronavirus has swept all assumptions before it and left them piled in a heap. By the time this report was going to press, it appeared as if the worst of the pandemic was already over for Asia.

Mass testing and strict social distancing has seen the number of new cases fall to zero in China<sup>2</sup>. Singapore, Japan, South Korea and other Asian markets also appeared to have the virus under control<sup>3</sup>. Reports indicate that people in these countries are once more spending money.

But that does not mean that a rapid recovery – the v-shaped bounce so beloved of optimistic economists – is assured. There are still many constraints on growth which have to be cleared. Ports are still trying to clear the backlog of goods in warehouses<sup>4</sup>. And Western markets – the main destinations for many Asian goods – are trying to contain the spread of the pandemic by staying in.

On the bright side, at least for anyone involved in online retail, e-commerce appears to be enjoying a boom.

In China, TenCent announced that it was hiring new workers to cope with the boom in demand for e-commerce since COVID-19 made it hard for people to shop instore<sup>5</sup>. During the peak of the outbreak in China, online grocer Carrefour saw orders in some categories increase by 600%<sup>5</sup>. In Singapore, shoppers have been buying four to eight times their normal order with online grocers<sup>7</sup>. In South Korea, e-commerce operator Coupang has seen deliveries rise from 2.2 million a day before the outbreak to 3 million now<sup>8</sup>.

Whether these changes in behaviour are permanent or not remains to be seen. For now, all we can say for sure is that all economic forecasts for Asia Pacific are now outdated. The region is the part of the world that seems to have the virus best under control. But for the economy to return to normal, Asia's export markets also need to follow its lead and take whatever measures are necessary to beat the pandemic.

In the meantime, the e-commerce industry looks as if it could be one of the few beneficiaries of this unprecedented disruption.

## THE ASIAN E-COMMERCE MARKET

On average, the B2C e-commerce market in the countries covered by this report is growing by 22%, consumers spend \$2,181 a year with online merchants, and online

sales account for 20% of all retail sales<sup>9</sup>. However, these averages conceal wide disparities. In Malaysia, for instance, e-commerce volumes are growing at a rate of 39% a year. Whereas, in Japan, a much more mature market, the growth rate is 9%<sup>9</sup>.

In rapidly industrialising and developing markets such as the Philippines and Indonesia, e-commerce is growing at close to or even more than 30% a year<sup>9</sup>. In more mature markets such as Hong Kong, Taiwan and Singapore, the growth rate hovers closer to 10%<sup>9</sup>. 58% of all online purchases in the region are made on a mobile device<sup>9</sup>.

China dominates the regional e-commerce market. 42% of all e-commerce purchases worldwide take place in China<sup>10</sup>, so it's unsurprising that China is a colossus in the regional e-commerce market, even one as big as APAC's.

Southeast Asia looks like it will be the next big arena of competition, with local players squaring off against US and Chinese competitors. Between 2017 and now, Amazon has expanded into Singapore<sup>11</sup>, Vietnam<sup>12</sup> and Australia<sup>13</sup>. In a recent article, Reuters suggested that investing in Singapore is often a stepping stone to expansion into larger Southeast Asian markets such as Indonesia<sup>14</sup>.

Ambitious though it may be, Amazon will not have the market to itself. Chinese e-commerce giant Alibaba has invested US\$2 billion in the region and is present in markets including Singapore, Indonesia, Malaysia, the Philippines, Thailand, and Vietnam<sup>15</sup>. There is also strong local competition from sites such as Tokopedia and Shopee<sup>16</sup>.

## THE LOCAL PAYMENT CULTURE

The most common type of online payment method was the e-wallet, with a 46% market share<sup>9</sup>. Cards came second at 30%, followed by bank transfers (13%), cash (7%) and various minor payment types (4%)<sup>9</sup>. The card market is dominated by local schemes and minor players at 86%<sup>9</sup>. Visa has 9% of the card market, Mastercard 5% and American Express less than 1%<sup>9</sup>.

## ENABLING AND LIMITING FACTORS

In the markets we researched, 76% of the population had a bank account and just 14% a credit card<sup>9</sup>. Access to financial services varies a great deal from country to country. In Vietnam, for instance, 31% of the population has a bank account compared with 100% in Australia<sup>9</sup>.

In Southeast Asia, more than half of adults in the poorest 40% of households remain unbanked<sup>17</sup>. In India, 80% of the population has a bank account<sup>9</sup>. This is largely thanks to a government initiative to broaden access, which has seen 300 million new accounts open in just a few years<sup>18</sup>. According to the World Bank, China is building a network of bank agents – operating from small local businesses – to bring banking services to the 43% of its population that still lives on the land<sup>19</sup>.

Over 1.78 billion Asians have some sort of Internet connection<sup>9</sup>. 51% have an Internet-enabled smartphone<sup>9</sup>. The state of connectivity differs greatly from one market to

the next and between rural and urban areas. Any merchant or PSP planning to expand into Asia will need to understand the context of each market and of each audience segment within that market.

In some areas, logistics may be challenging. Even in well-served Singapore, up to half of consumers say that worries about delivery put them off shopping online<sup>20</sup>. With payment by card, particularly the big international brands, making up a very small fraction of the market, support for local payment methods will also be crucial. New entrants will need to invest heavily in localisation and have strategies for competing not only with local incumbents but also with Chinese and US newcomers.

## CONCLUSION

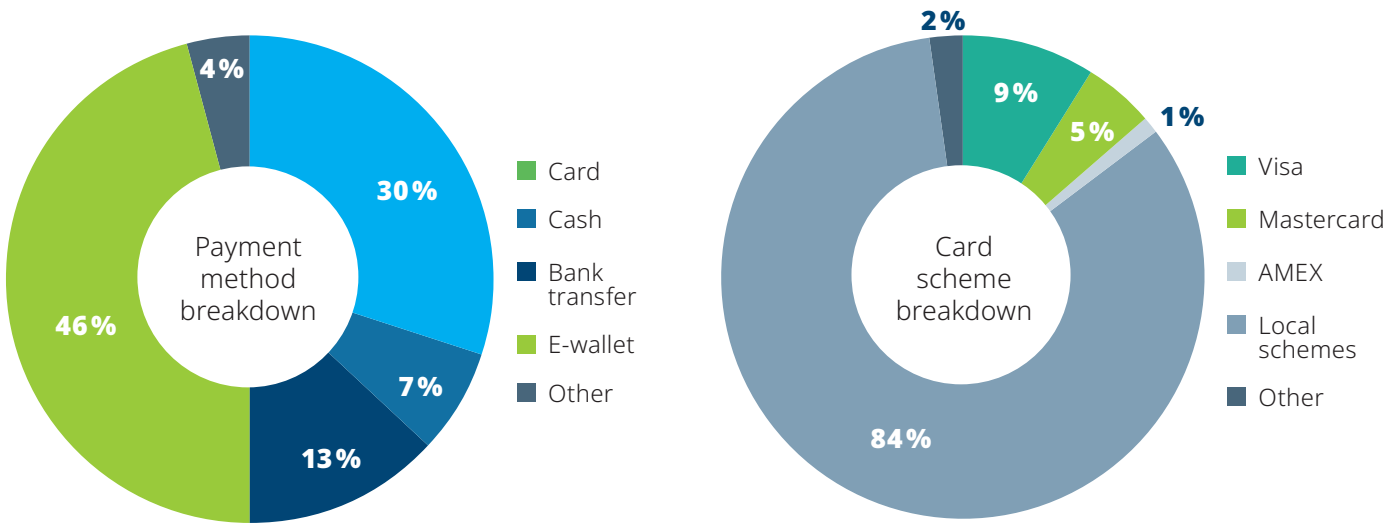
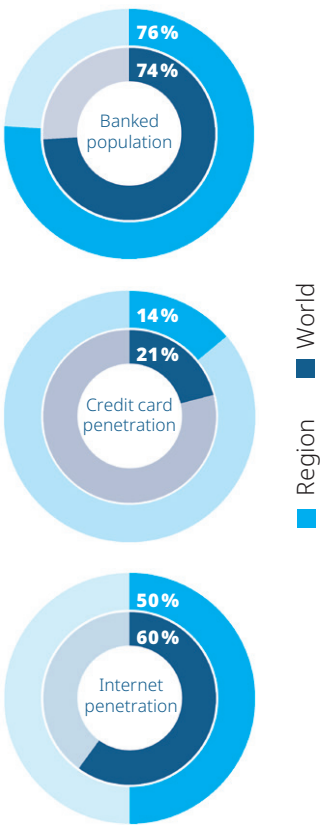
Asia Pacific is a fast-growing and highly lucrative e-commerce market. Merchants entering the region need to plan for the long term. That means thinking about how consumer sentiment and trading conditions may change over the next few years. But, even in a slowdown, there are many millions of consumers in Asia Pacific shopping for leading brands and great products.

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1. Asia and Pacific Regional Economic Outlook: Caught in Prolonged Uncertainty, October 2019, International Monetary Fund
  2. The coronavirus pandemic began in China. Today, it reported no new local infections for the first time, CNN, 19 March 2020
  3. This interactive chart shows countries flattening their COVID-19 curves, WEF, 19 March 2020
  4. Coronavirus Snarls Trans-Pacific Shipping and Ripples Through U.S. Business, Wall Street Journal, 5 March 2020
  5. Tencent ramps up hiring to meet stay-at-home demand, Nikkei Asia, 17 March 2020
  6. Coronavirus's Impact on Consumers and Businesses in China, 26 February 2020, eMarketer
  7. Demand for online grocery and food delivery ticks higher in Singapore amid coronavirus outbreak, CNBC, 28 February 2020
  8. South Korean e-commerce firm Coupang stretched by order surge as coronavirus cases jump, Reuters, 4 March 2020
  9. Original PPRO research
  10. 42% of global e-commerce is happening in China. Here's why, 10 April 2018, Rob Smith, World Economic Forum
  11. Amazon enters Southeast Asia with launch of Prime Now fast delivery service in Singapore, 27 July 2017, EDB Singapore
  12. Amazon establishes subsidiary in Vietnam, 16 August 2019, Vietnam Plus
  13. Amazon in Asia Pacific: A 2019 update, 11 March 2019, Jeff Rajeck, Econsultancy
  14. Amazon launches bigger local online store in Singapore, 8 October 2019, Reuters
  15. Belt and road on steroids: How Alibaba conquered Southeast Asia, 2 April 2019, Qian Linliang, Financial Review
  16. Digital 2019: Leading Online Retailers in Southeast Asia, 18 September 2019, Simon Kemp & Sarah Moey, Data Portal
  17. Accelerating Financial Inclusion in South-East Asia With Digital Finance, 2017, Asian Development Bank.
  18. India Moves Toward Universal Financial Inclusion, 30 August 2018, CGAP.
  19. Toward Universal Financial Inclusion in China, February 2018, The World Bank.
  20. Lifting the Barriers to E-Commerce in ASEAN, 2016, A. T. Kearney.

# Regional Payment Trends

	Region	World
Population	3.6 bn	7.6 bn
Population (15+)	2.8 bn	5.6 bn
GDP	29.1 tr	85.8 tr
GDP per capita	8,165	11,299
B2C e-commerce	1.7 tr	3.4 tr
B2C e-commerce growth	22 %	18 %
Online population	1.8 bn	4.5 bn
Smartphone penetration	51 %	58 %
Mobile e-commerce	57 %	50 %
Average online spend	2,181	2,594
E-commerce % of total retail	20 %	16 %

Currencies in this report are always depicted in \$USD



Australia	8
China	14
Hong Kong	16
India	18
Indonesia	20
Japan	22
Malaysia	24
New Zealand	26
Philippines	28
Singapore	30
South Korea	32
Taiwan	34
Thailand	36
Vietnam	38

# Australia

**13 %**  
e-commerce growth

	Australia	Region	World
Population	25 m	3.6 bn	7.6 bn
Population (15+)	20.2 m	2.8 bn	5.6 bn
GDP	1.4 tr	29.1 tr	85.8 tr
GDP per capita	57,305	8,165	11,299
Online population	22 m	1.8 bn	4.5 bn
Smartphone penetration	84%	51%	58%
Average online spend	1,935	2,181	2,594
E-commerce % of total retail	9%	20%	16%

## TOP E-COMM SEGMENTS



Airlines & Hotels: **22%**



Clothing & Footwear: **12%**



Food & Drink: **10%**

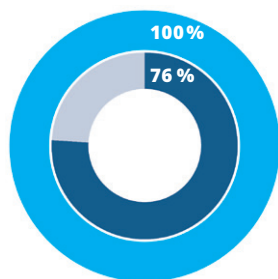


Electrical goods: **9%**

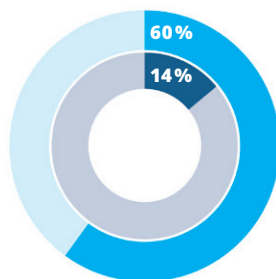


Homeware & Furniture: **6%**

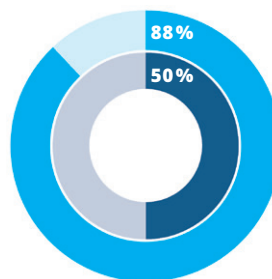
### Banked population



### Credit card penetration



### Internet penetration



■ Australia ■ Region



B2C e-comm.  
**30 bn**

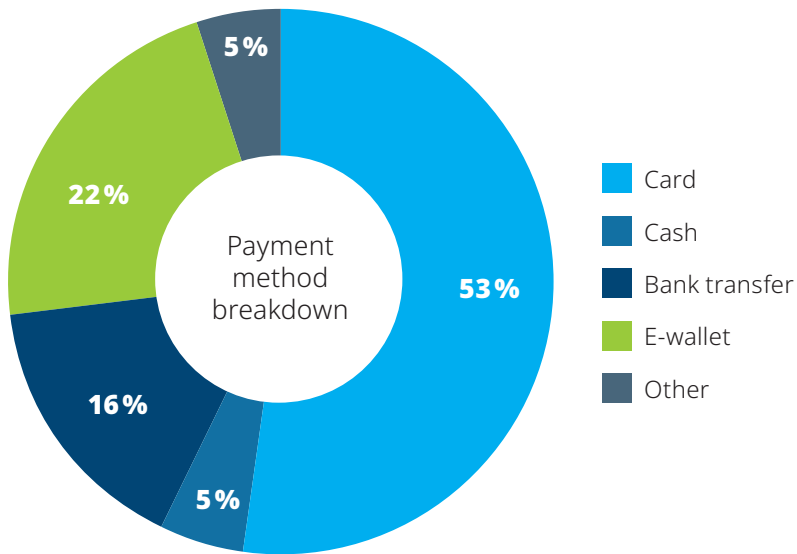


Mobile e-comm.  
**43% of total**



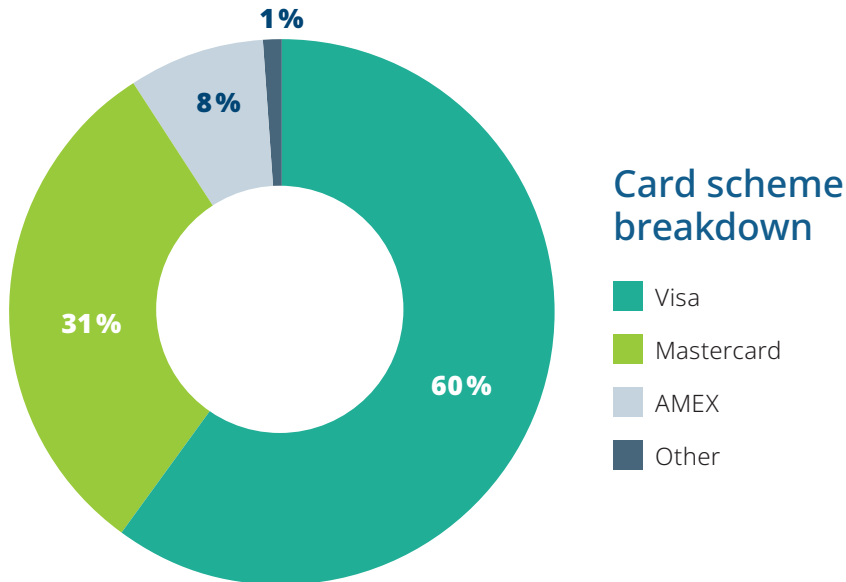
Cross-border e-comm.  
**30% of total**





**53% Card total**  
53% ICS

**22% E-wallet total**  
15% PayPal  
7% Other



**9 bn**  
Cross-border  
e-commerce value

**63% shop cross-border**

 **China: 40%**

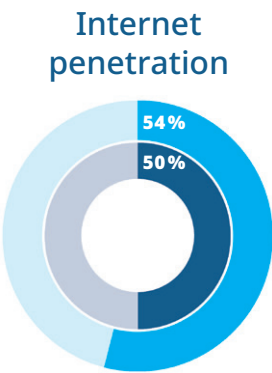
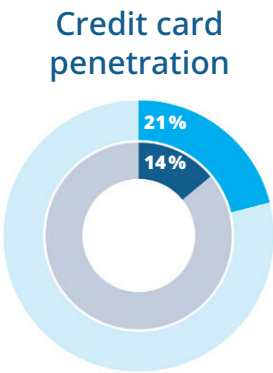
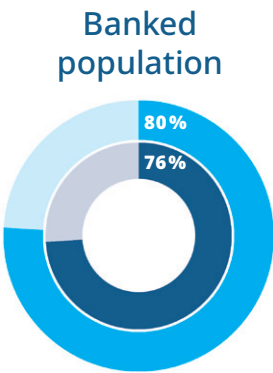
 **USA: 21%**

 **UK: 14%**

# China


24%  
e-commerce growth

	China	Region	World
Population	1.4 bn	3.6 bn	7.6 bn
Population (15+)	1.1 bn	2.8 bn	5.6 bn
GDP	13.6 tr	29.1 tr	85.8 tr
GDP per capita	9,771	8,165	11,299
Online population	756.3 m	1.8 bn	4.5 bn
Smartphone penetration	60%	51%	58%
Average online spend	2,386	2,181	2,594
E-commerce % of total retail	24%	20%	16%



■ China ■ Region

  
B2C e-comm.  
**1,276.2 bn**

  
Mobile e-comm.  
**59% of total**

  
Cross-border e-comm.  
**17% of total**

## TOP E-COMM SEGMENTS



Clothing & Footwear: **17%**



Airlines & Hotels: **15%**



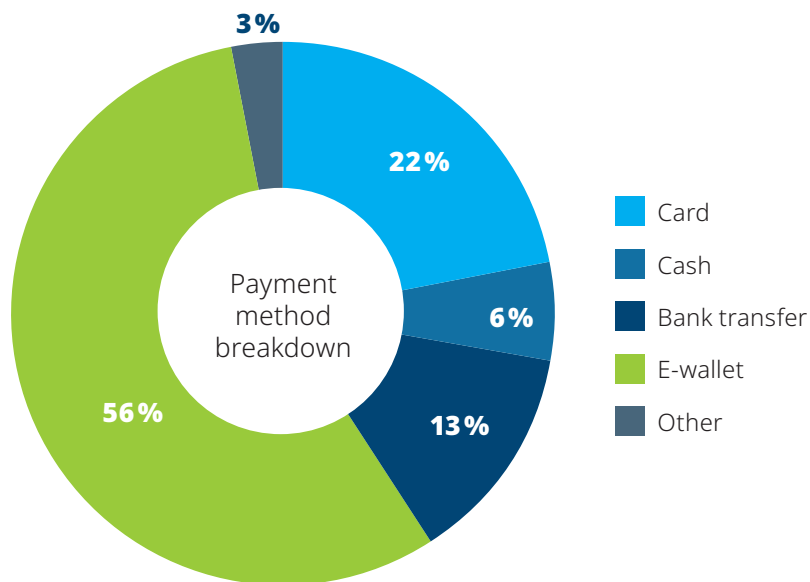
Electrical goods: **14%**



Food & Drink: **11%**



Homeware & Furniture: **10%**



**22% Card total**

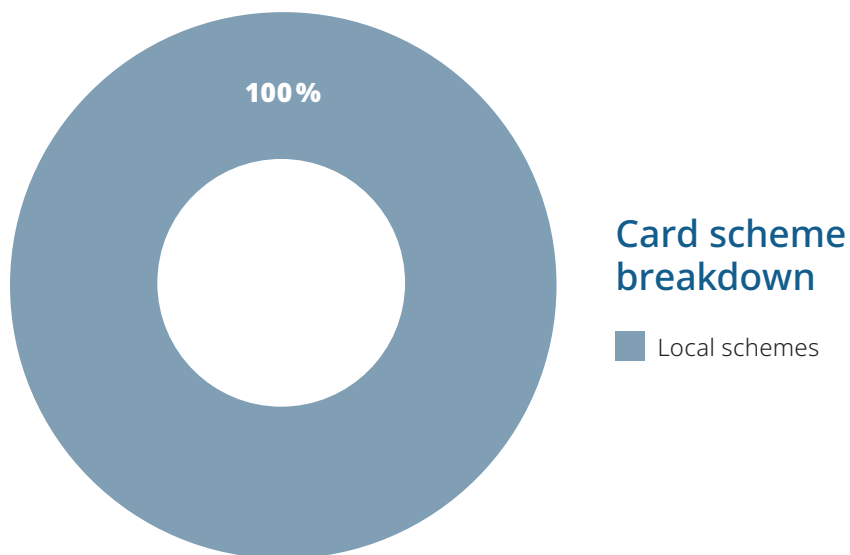
22% CUP

**56% E-wallet total**

33% Alipay

23% WeChat Pay

5% Other



**217 bn**  
Cross-border  
e-commerce value

**43% shop cross-border**

 **Japan: 23%**

 **USA: 14%**

 **Hong Kong: 12%**



UnionPay

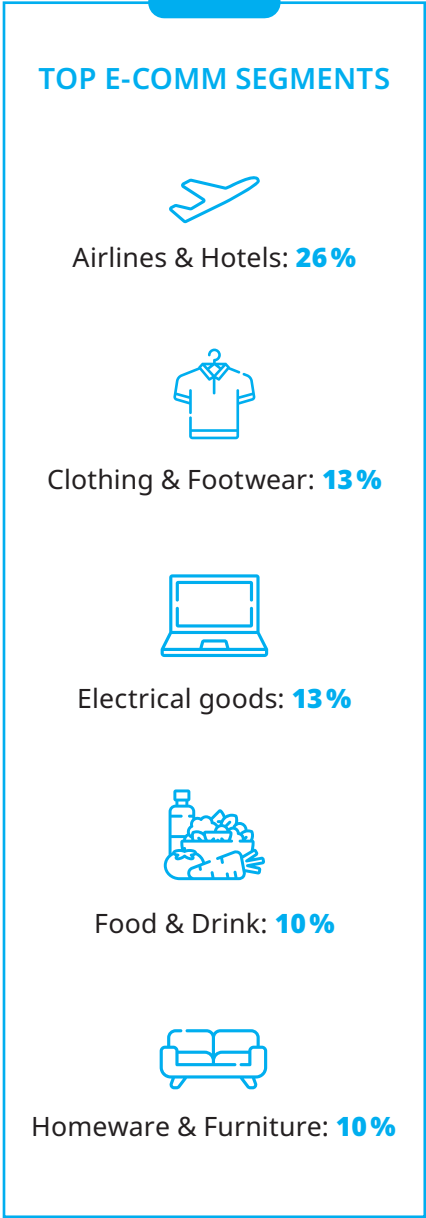
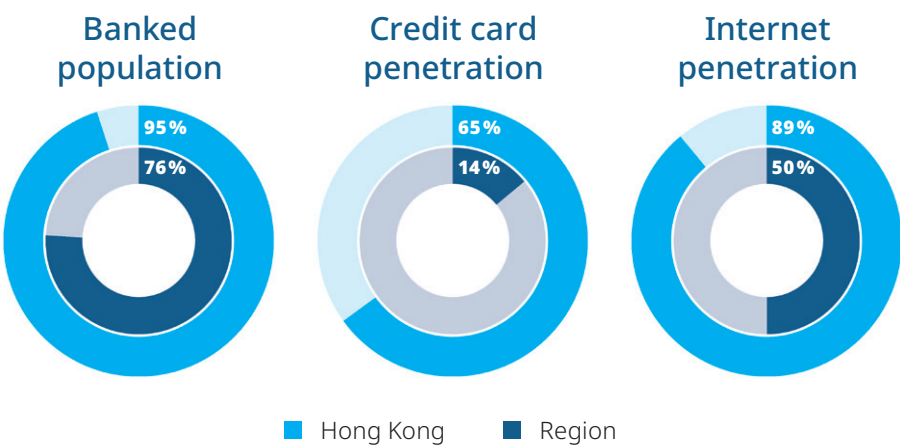


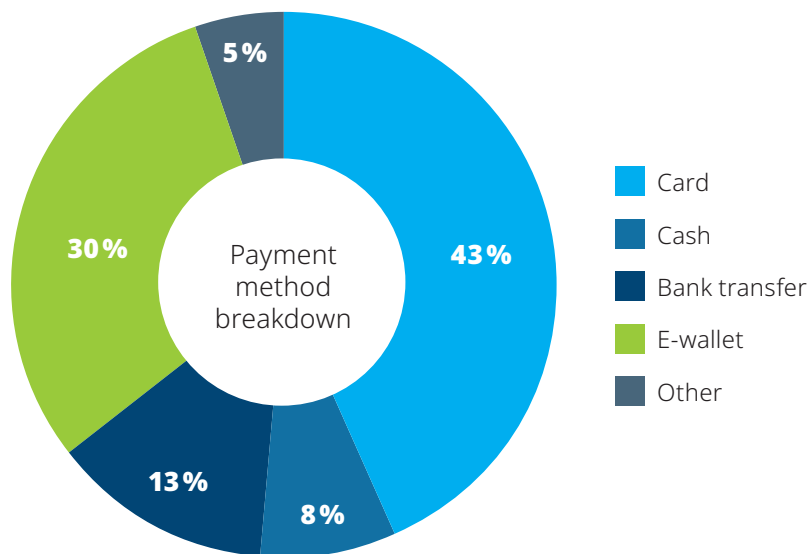
# Hong Kong

12%

e-commerce growth

	Hong Kong	Region	World
Population	7.5 m	3.6 bn	7.6 bn
Population (15+)	6.6 m	2.8 bn	5.6 bn
GDP	363 bn	29.1 tr	85.8 tr
GDP per capita	48,717	8,165	11,299
Online population	6.7 m	1.8 bn	4.5 bn
Smartphone penetration	76 %	51 %	58 %
Average online spend	3,301	2,181	2,594
E-commerce % of total retail	N/A	20 %	16 %





### 43% Card total

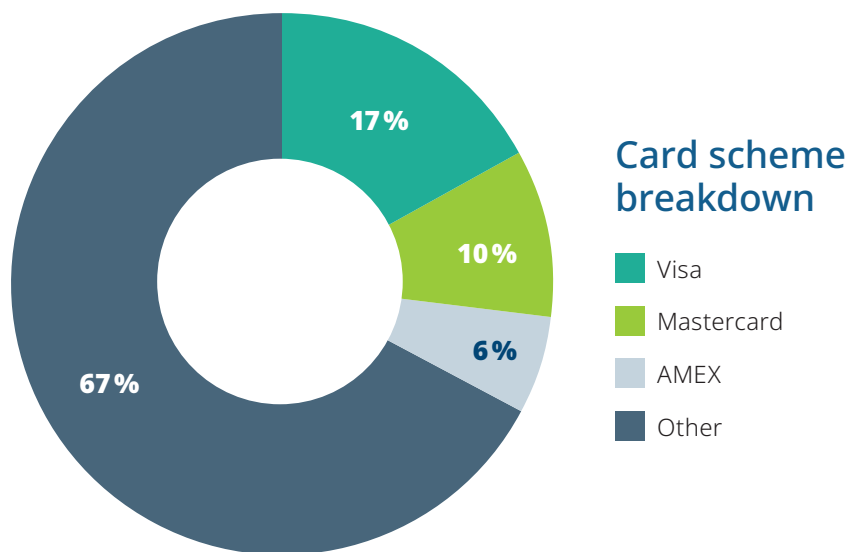
29% CUP

14% ICS

### 30% E-wallet total

16% Allpay

14% Other



**5.6 bn**  
Cross-border  
e-commerce value

**75% shop cross-border**

 **China: 37%**

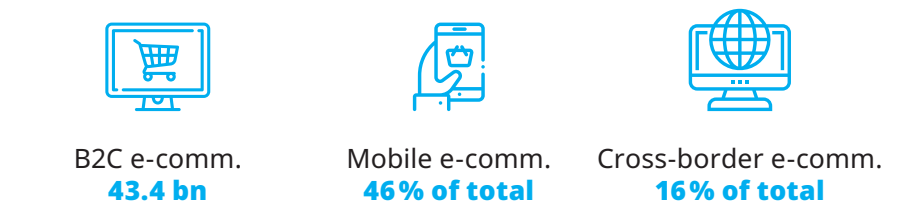
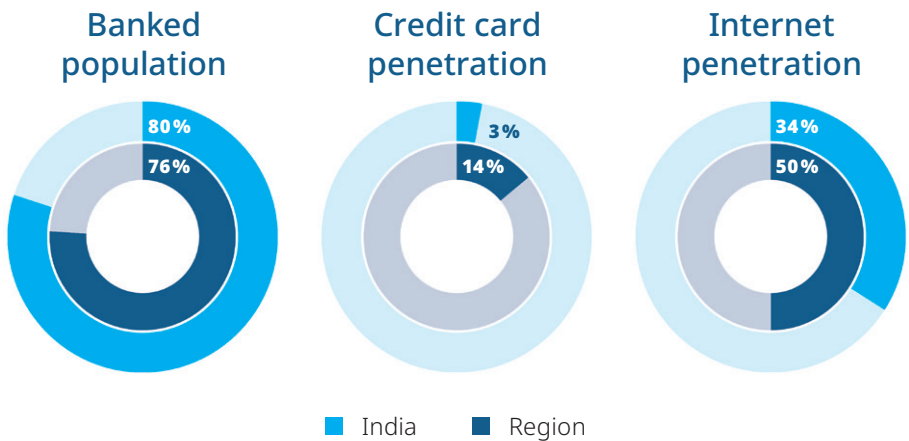
 **USA: 21%**

 **Japan: 16%**



# India

	India	Region	World
Population	1.4 bn	3.6 bn	7.6 bn
Population (15+)	982.1 m	2.8 bn	5.6 bn
GDP	2.7 tr	29.1 tr	85.8 tr
GDP per capita	2,016	8,165	11,299
Online population	466 m	1.8 bn	4.5 bn
Smartphone penetration	36 %	51 %	58 %
Average online spend	428	2,181	2,594
E-commerce % of total retail	4 %	20 %	16 %



**28 %**  
e-commerce growth

### TOP E-COMM SEGMENTS

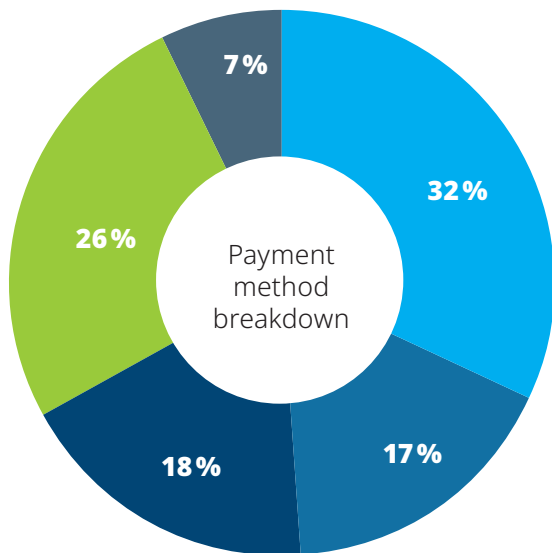
Airlines & Hotels: **16%**

Clothing & Footwear: **13%**

Electrical goods: **11%**

Food & Drink: **9%**

Homeware & Furniture: **9%**



- Card
- Cash
- Bank transfer
- E-wallet
- Other

### 32% Card total

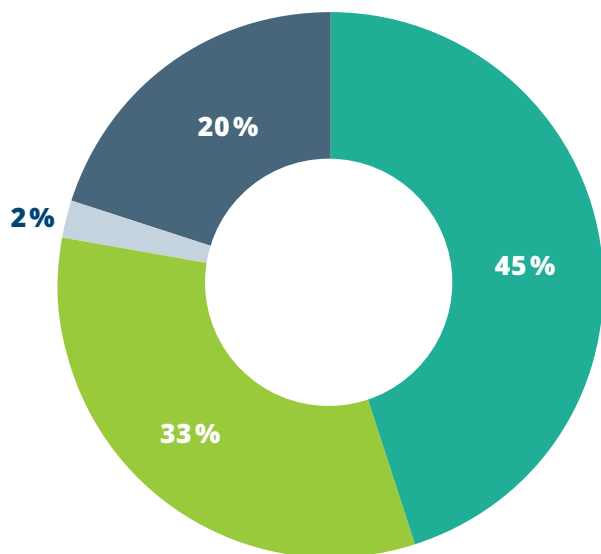
26% ICS

6% RuPay

### 26% E-wallet total

13% PayPal

13% Other



### Card scheme breakdown

- Visa
- Mastercard
- AMEX
- Local schemes

**7 bn**

Cross-border e-commerce value

34% shop cross-border



USA: 26%



China: 23%



Australia: 8%

# Indonesia

**31 %**  
e-commerce growth

	Indonesia	Region	World
Population	267.7 m	3.6 bn	7.6 bn
Population (15+)	195.4 m	2.8 bn	5.6 bn
GDP	1 tr	29.1 tr	85.8 tr
GDP per capita	3,894	8,165	11,299
Online population	146.4 m	1.8 bn	4.5 bn
Smartphone penetration	60 %	51 %	58 %
Average online spend	360	2,181	2,594
E-commerce % of total retail	4 %	20 %	16 %

## TOP E-COMM SEGMENTS



Electrical goods: **17%**



Airlines & Hotels: **16%**



Homeware & Furniture: **9%**

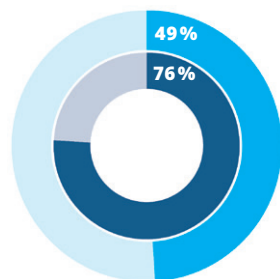


Clothing & Footwear: **8%**

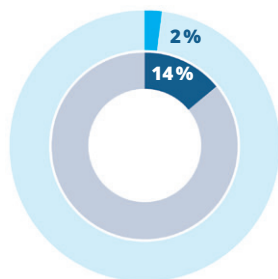


Health & Beauty: **8%**

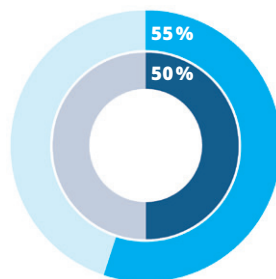
### Banked population



### Credit card penetration



### Internet penetration



■ Indonesia ■ Region

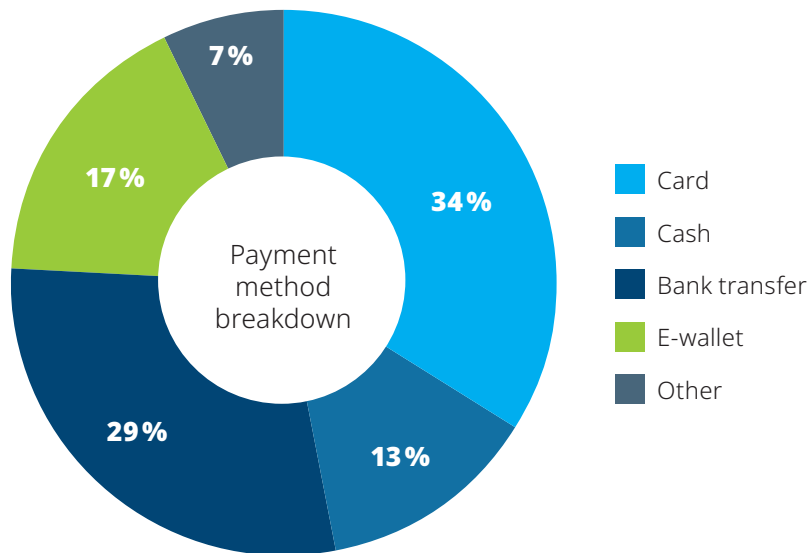


B2C e-comm.  
**14.4 bn**



Mobile e-comm.  
**54% of total**

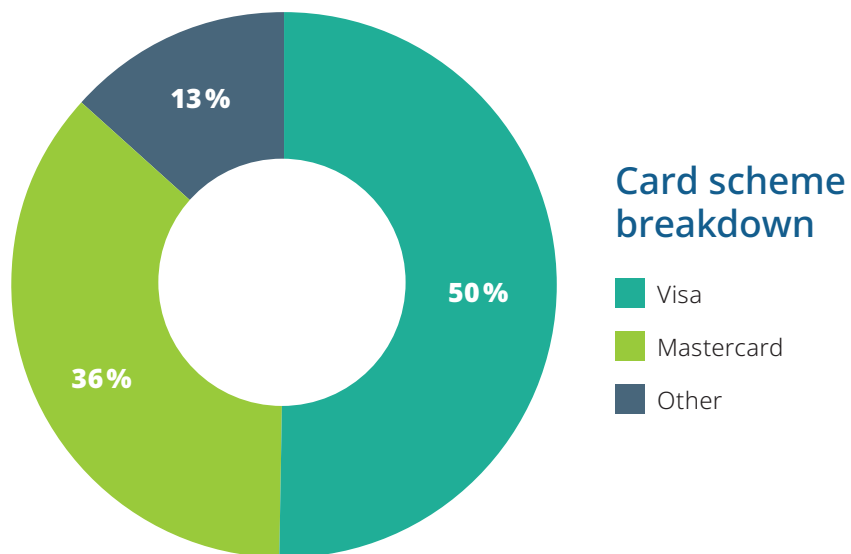




### 17% E-wallet total

15% PayPal

2% Other



### Top cross-border markets



China: **41%**



USA: **10%**



Singapore: **10%**

# Japan

**9%**  
e-commerce growth

	Japan	Region	World
Population	126.5 m	3.6 bn	7.6 bn
Population (15+)	110.3 m	2.8 bn	5.6 bn
GDP	5 tr	29.1 tr	85.8 tr
GDP per capita	39,287	8,165	11,299
Online population	118.1 m	1.8 bn	4.5 bn
Smartphone penetration	55%	51%	58%
Average online spend	1,666	2,181	2,594
E-commerce % of total retail	9%	20%	16%

## TOP E-COMM SEGMENTS



Airlines & Hotels: **22%**



Food & Drink: **18%**



Electrical goods: **12%**

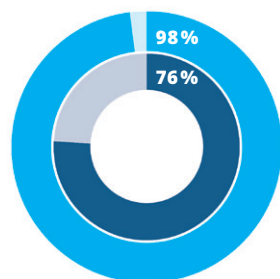


Clothing & Footwear: **11%**

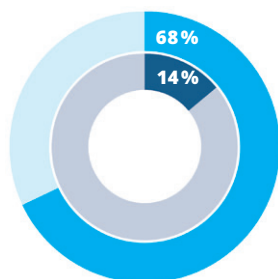


Homeware & Furniture: **7%**

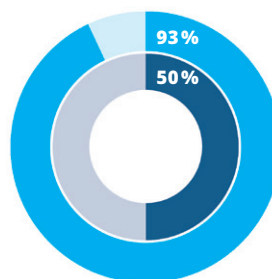
### Banked population



### Credit card penetration



### Internet penetration



■ Japan ■ Region



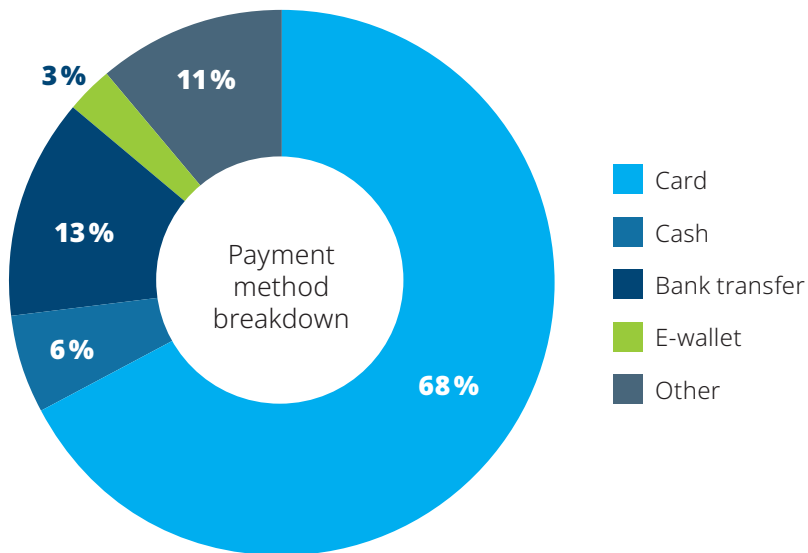
B2C e-comm.  
**160.2 bn**



Mobile e-comm.  
**54% of total**



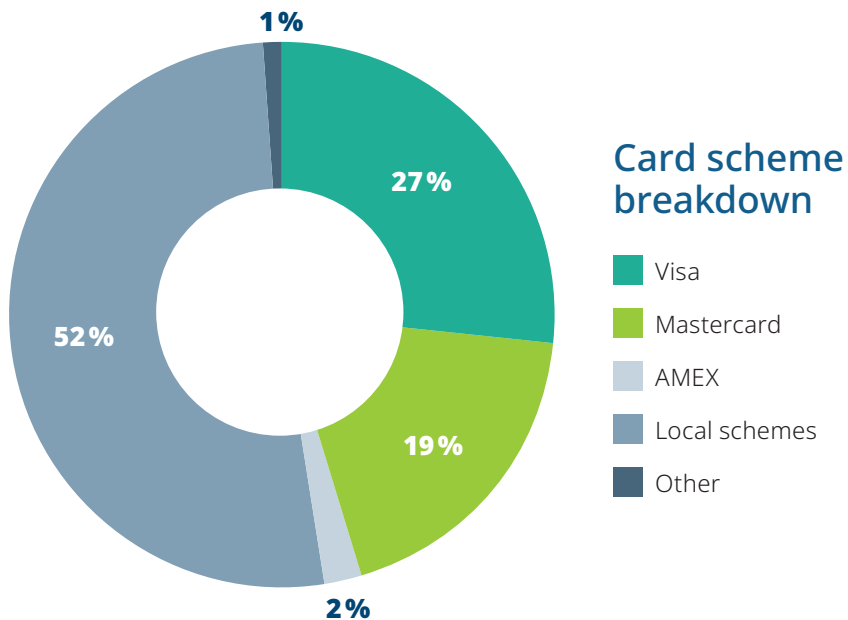
Cross-border e-comm.  
**10% of total**



### 68% Card total

35% JCB

33% ICS



### 16 bn

Cross-border  
e-commerce value

6% shop cross-border



China: 29%



USA: 29%



South Korea: 12%



Carrier billing

Konbini Payments



Suica

# Malaysia

**39 %**  
e-commerce growth

	Malaysia	Region	World
Population	31.5 m	3.6 bn	7.6 bn
Population (15+)	23.9 m	2.8 bn	5.6 bn
GDP	354.3 bn	29.1 tr	85.8 tr
GDP per capita	11,239	8,165	11,299
Online population	25.3 m	1.8 bn	4.5 bn
Smartphone penetration	84%	51%	58%
Average online spend	352	2,181	2,594
E-commerce % of total retail	2%	20%	16%

## TOP E-COMM SEGMENTS



Airlines & Hotels: **26%**



Electrical goods: **13%**



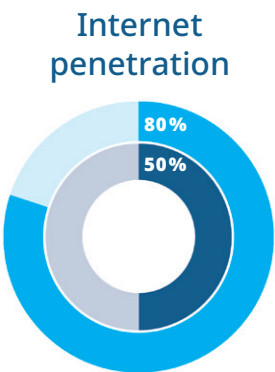
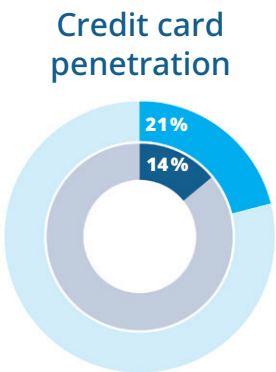
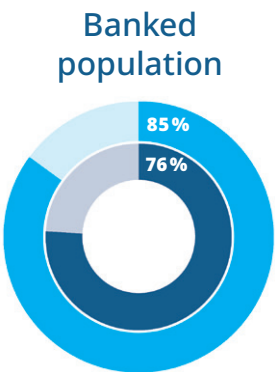
Clothing & Footwear: **10%**



Homeware & Furniture: **9%**



Health & Beauty: **9%**



■ Malaysia ■ Region



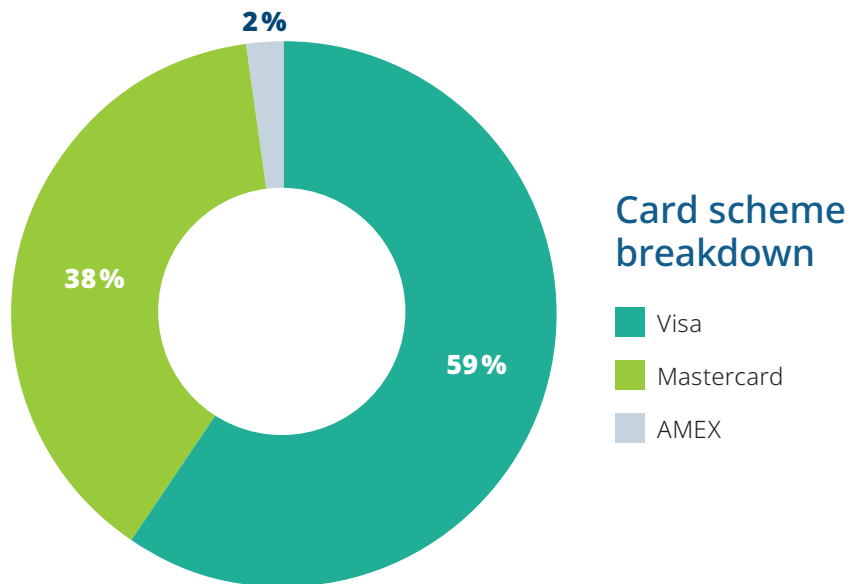
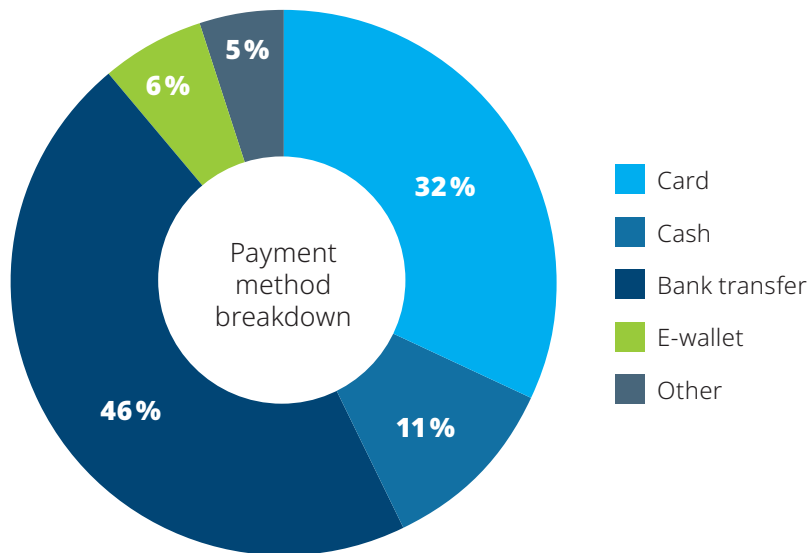
B2C e-comm.  
**5.6 bn**



Mobile e-comm.  
**52% of total**



Cross-border e-comm.  
**40% of total**



**2.2 bn**  
Cross-border  
e-commerce value

**48%** shop cross-border

 **China: 63%**

 **USA: 7%**

 **South Korea: 4%**



CIMB Clicks



GrabPay



Maybank2U



# New Zealand

**10%**  
e-commerce growth

	New Zealand	Region	World
Population	4.9 m	3.6 bn	7.6 bn
Population (15+)	3.9 m	2.8 bn	5.6 bn
GDP	205 bn	29.1 tr	85.8 tr
GDP per capita	41,966	8,165	11,299
Online population	4.4 m	1.8 bn	4.5 bn
Smartphone penetration	79%	51%	58%
Average online spend	1,997	2,181	2,594
E-commerce % of total retail	8%	20%	16%

## TOP E-COMM SEGMENTS



Airlines & Hotels: **35%**



Food & Drink: **10%**



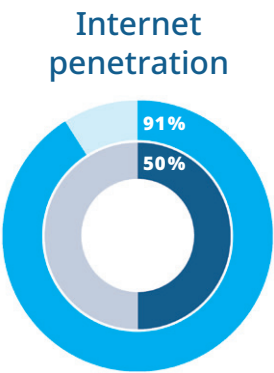
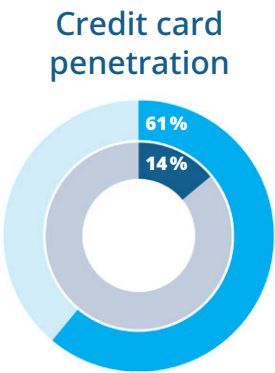
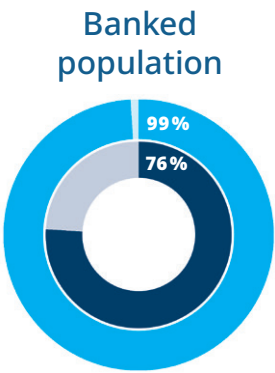
Clothing & Footwear: **10%**



Electrical goods: **9%**



Homeware & Furniture: **7%**



■ New Zealand ■ Region



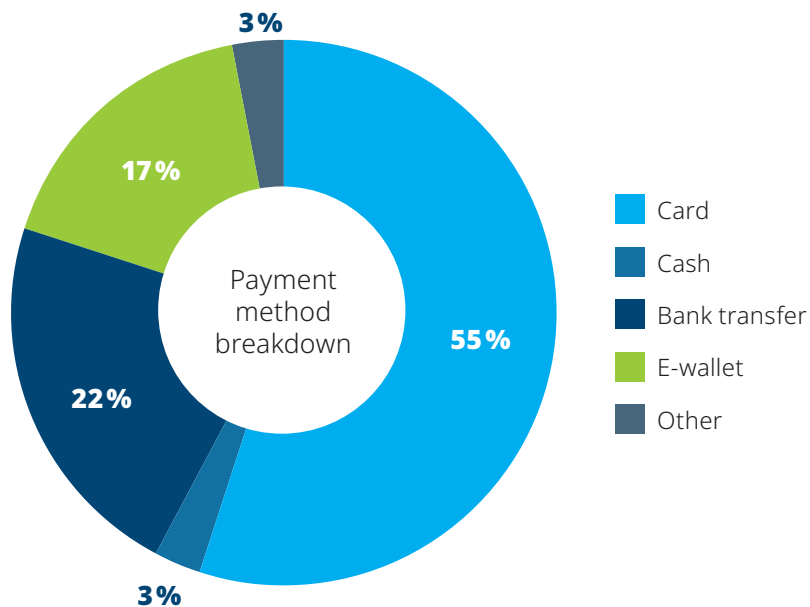
B2C e-comm.  
**4.4 bn**



Mobile e-comm.  
**37% of total**

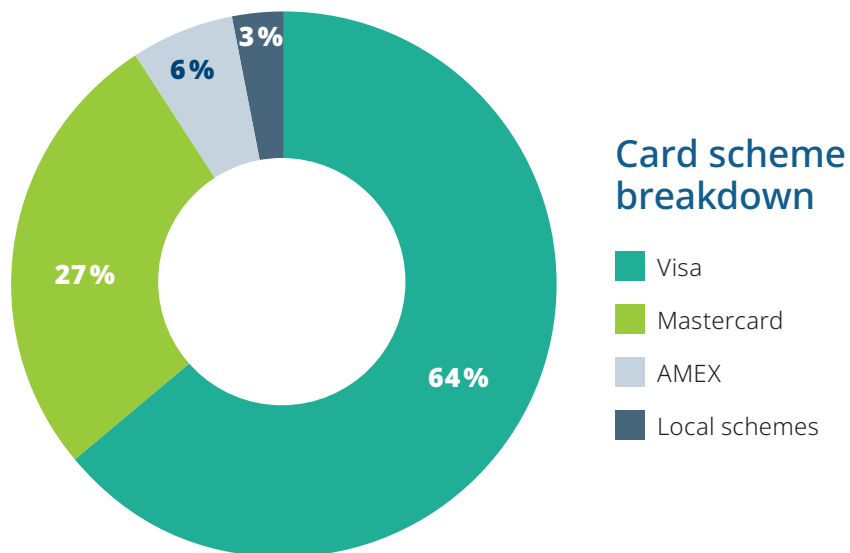


Cross-border e-comm.  
**16% of total**



**55% Card total**  
55% ICS

**17% E-wallet total**  
12% PayPal  
5% Other



**0.7 bn**  
Cross-border  
e-commerce value

**34% shop cross-border**

 **China: 33%**

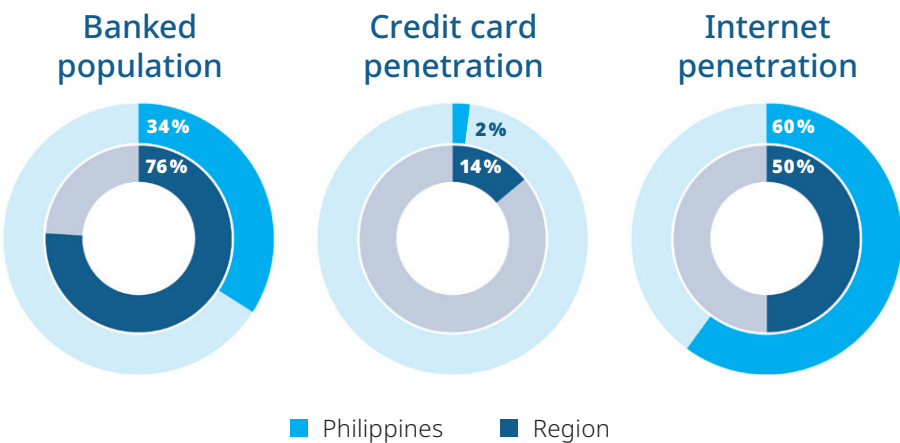
 **Australia: 22%**

 **USA: 19%**

# Philippines

27 %  
e-commerce growth

	Philippines	Region	World
Population	106.7 m	3.6 bn	7.6 bn
Population (15+)	73.1 m	2.8 bn	5.6 bn
GDP	330.9 bn	29.1 tr	85.8 tr
GDP per capita	3,103	8,165	11,299
Online population	64 m	1.8 bn	4.5 bn
Smartphone penetration	45 %	51 %	58 %
Average online spend	112	2,181	2,594
E-commerce % of total retail	2 %	20 %	16 %



TOP E-COMM SEGMENTS

Airlines & Hotels: 29%

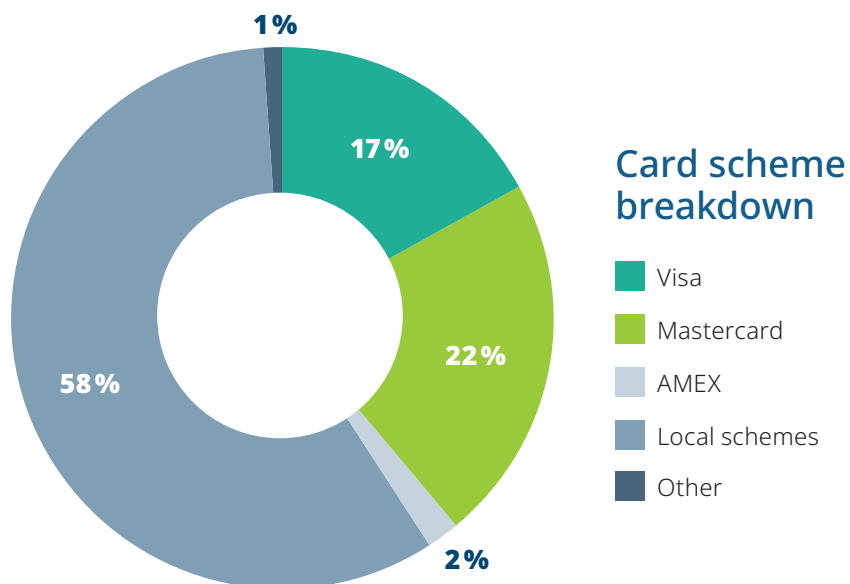
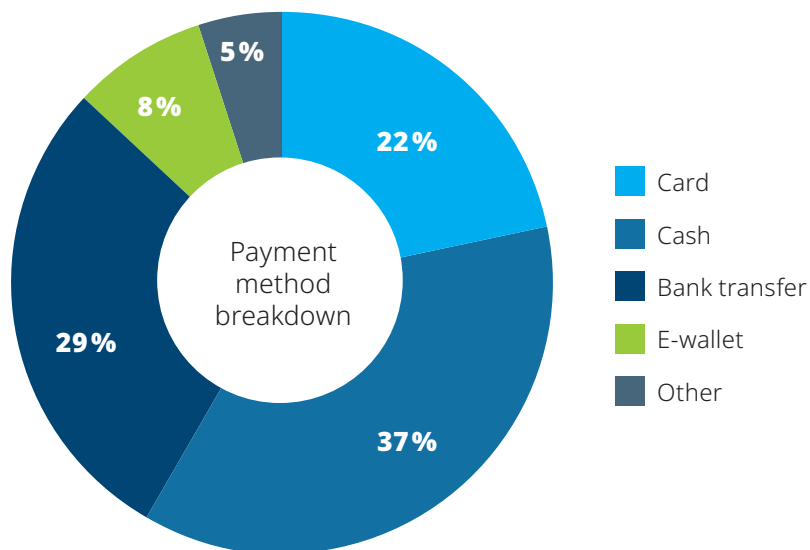
Clothing & Footwear: 13%

Food & Drink: 11%

Electrical goods: 8%

Health & Beauty: 8%





**0.9 bn**  
Cross-border  
e-commerce value

**50% shop cross-border**

 **China: 39%**

 **USA: 23%**

 **South Korea: 7%**

# Singapore

**13 %**  
e-commerce growth

	Singapore	Region	World
Population	5.6 m	3.6 bn	7.6 bn
Population (15+)	4.8 m	2.8 bn	5.6 bn
GDP	364.2 bn	29.1 tr	85.8 tr
GDP per capita	64,582	8,165	11,299
Online population	4.8 m	1.8 bn	4.5 bn
Smartphone penetration	91 %	51 %	58 %
Average online spend	1,648	2,181	2,594
E-commerce % of total retail	6 %	20 %	16 %

## TOP E-COMM SEGMENTS



Airlines & Hotels: **29 %**



Clothing & Footwear: **12 %**



Electrical goods: **11 %**

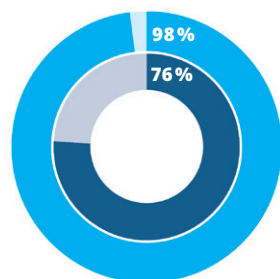


Food & Drink: **10 %**

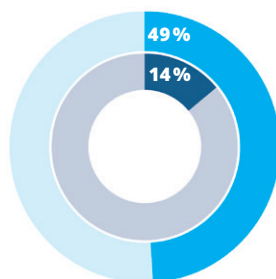


Health & Beauty: **8 %**

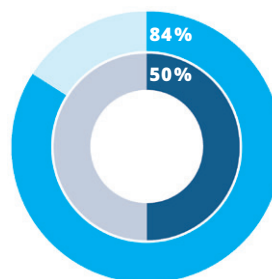
### Banked population



### Credit card penetration



### Internet penetration



■ Singapore ■ Region



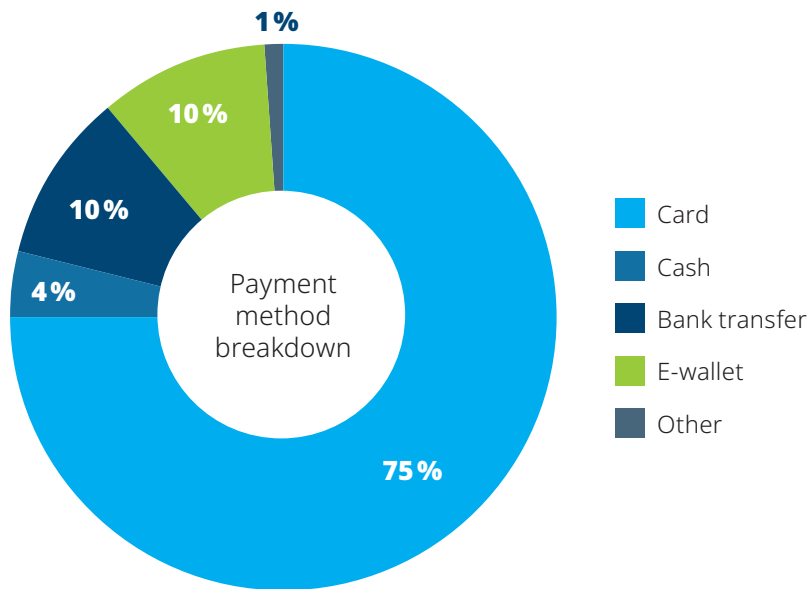
B2C e-comm.  
**5.6 bn**



Mobile e-comm.  
**47 % of total**



Cross-border e-comm.  
**35 % of total**



### 75% Card total

39% eNETS

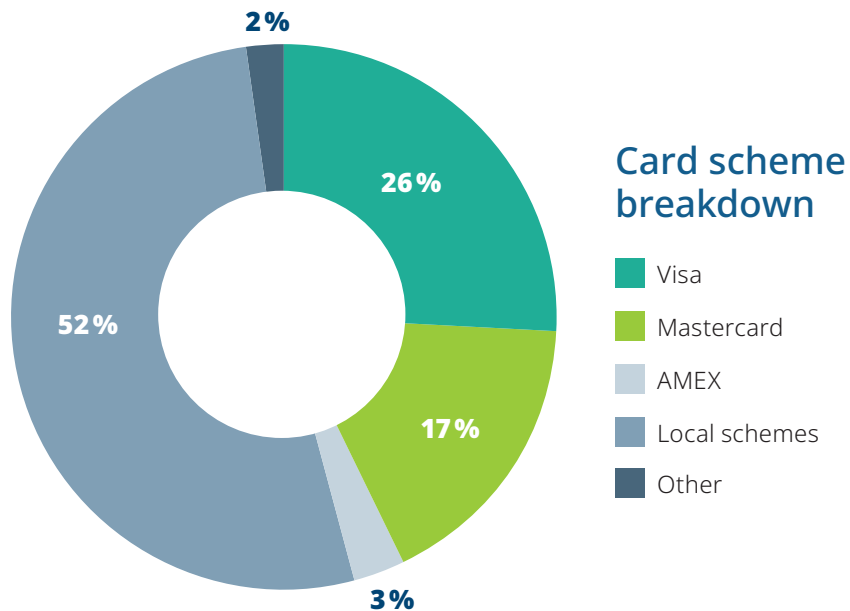
34% ICS

2% Other

### 10% E-wallet total

5% PayPal

5% Other



**2 bn**

Cross-border  
e-commerce value

73% shop cross-border



China: 43%



USA: 20%



South Korea: 8%



DBS PayLah!

eNETS

fave PAY

GrabPay

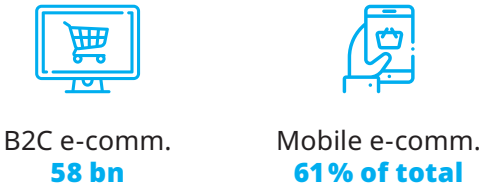
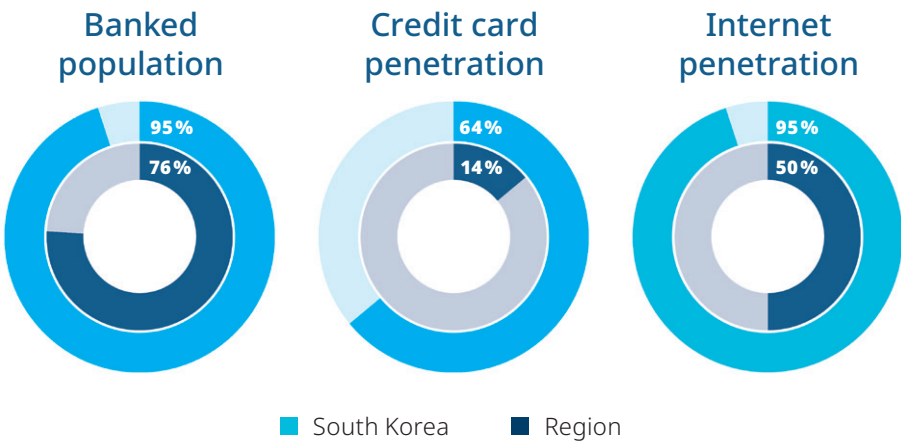
PAY NOW

# South Korea

24%

e-commerce growth

	S. Korea	Region	World
Population	51.6 m	3.6 bn	7.6 bn
Population (15+)	44.7 m	2.8 bn	5.6 bn
GDP	1.6 tr	29.1 tr	85.8 tr
GDP per capita	31,363	8,165	11,299
Online population	49.1 m	1.8 bn	4.5 bn
Smartphone penetration	94%	51%	58%
Average online spend	1,604	2,181	2,594
E-commerce % of total retail	16%	20%	16%



TOP E-COMM SEGMENTS

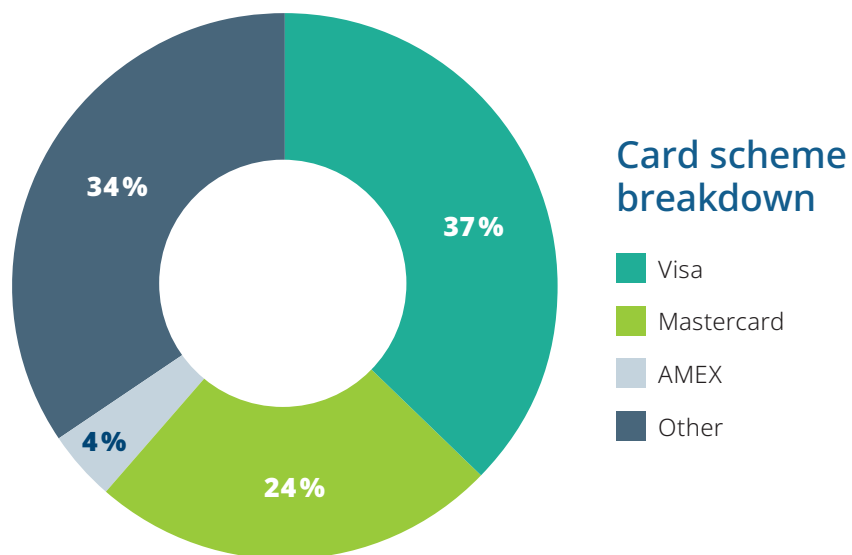
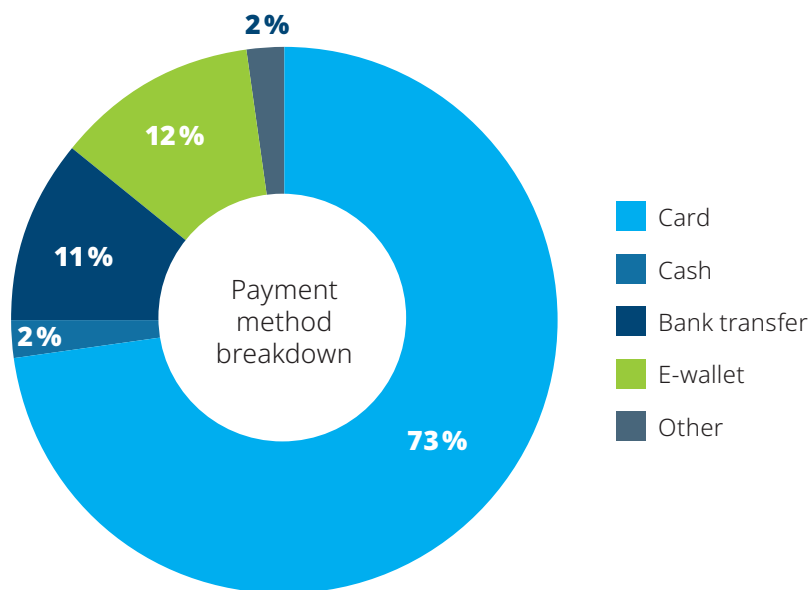
Food & Drink: 21%

Airlines & Hotels: 18%

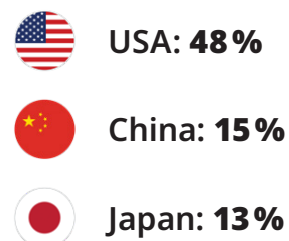
Electrical goods: 15%

Clothing & Footwear: 14%

Health & Beauty: 7%



### Top cross-border markets



# Taiwan

**10%**  
e-commerce growth

	Taiwan	Region	World
Population	23.6 m	3.6 bn	7.6 bn
Population (15+)	19.4 m	2.8 bn	5.6 bn
GDP	1.3 tr	29.1 tr	85.8 tr
GDP per capita	55,244	8,165	11,299
Online population	20.7 m	1.8 bn	4.5 bn
Smartphone penetration	78%	51%	58%
Average online spend	1,973	2,181	2,594
E-commerce % of total retail	17%	20%	16%

## TOP E-COMM SEGMENTS



Airlines & Hotels: **17%**



Electrical goods: **15%**



Clothing & Footwear: **12%**

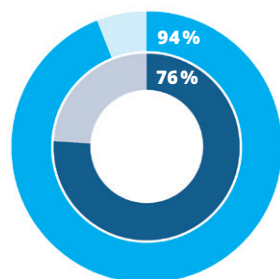


Homeware & Furniture: **11%**

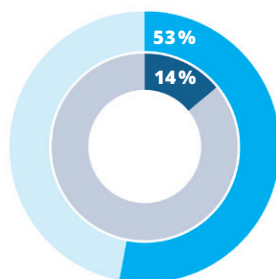


Food & Drink: **9%**

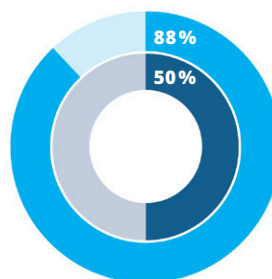
### Banked population



### Credit card penetration



### Internet penetration



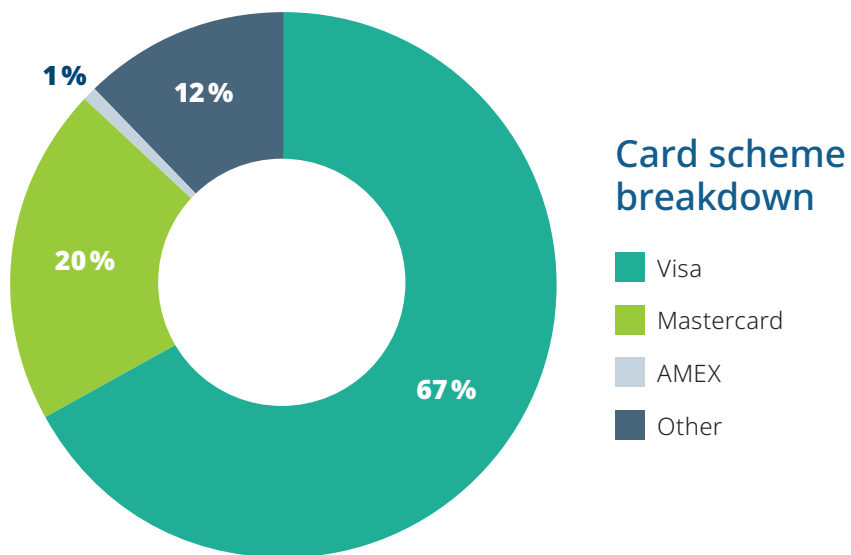
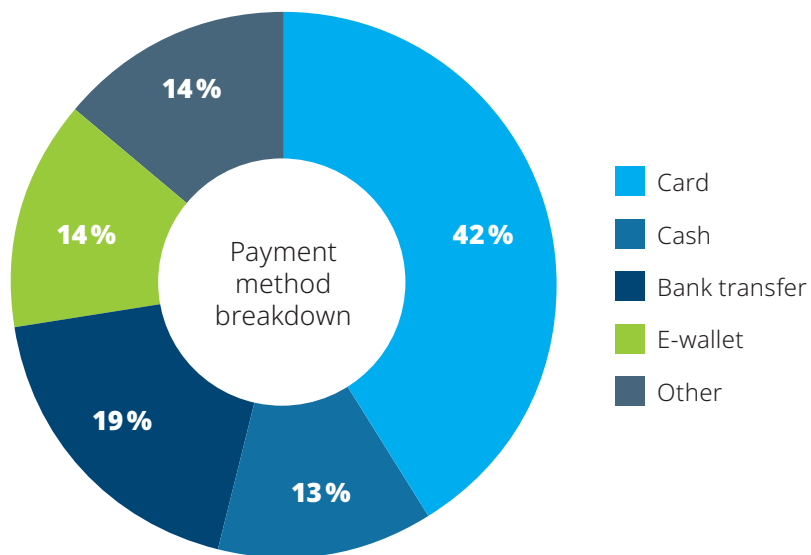
■ Taiwan ■ Region



B2C e-comm.  
**29.7 bn**



Mobile e-comm.  
**45% of total**



### Top cross-border markets



China



Japan



USA



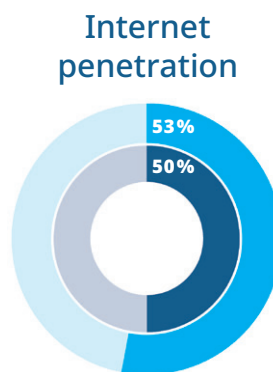
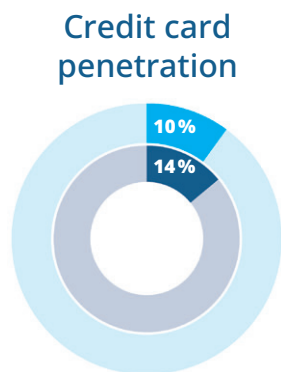
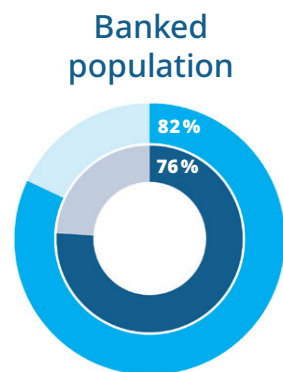
JKOPay

Konbini Payments



# Thailand

	Thailand	Region	World
Population	69.4 m	3.6 bn	7.6 bn
Population (15+)	57.6 m	2.8 bn	5.6 bn
GDP	505 bn	29.1 tr	85.8 tr
GDP per capita	7,274	8,165	11,299
Online population	36.7 m	1.8 bn	4.5 bn
Smartphone penetration	45 %	51 %	58 %
Average online spend	404	2,181	2,594
E-commerce % of total retail	2 %	20 %	16 %



■ Thailand ■ Region



B2C e-comm.  
**6.2 bn**



Mobile e-comm.  
**53 % of total**



Cross-border e-comm.  
**30 % of total**

## 14 %

e-commerce growth

### TOP E-COMM SEGMENTS



Airlines & Hotels: **21 %**



Electrical goods: **13 %**



Clothing & Footwear: **11 %**

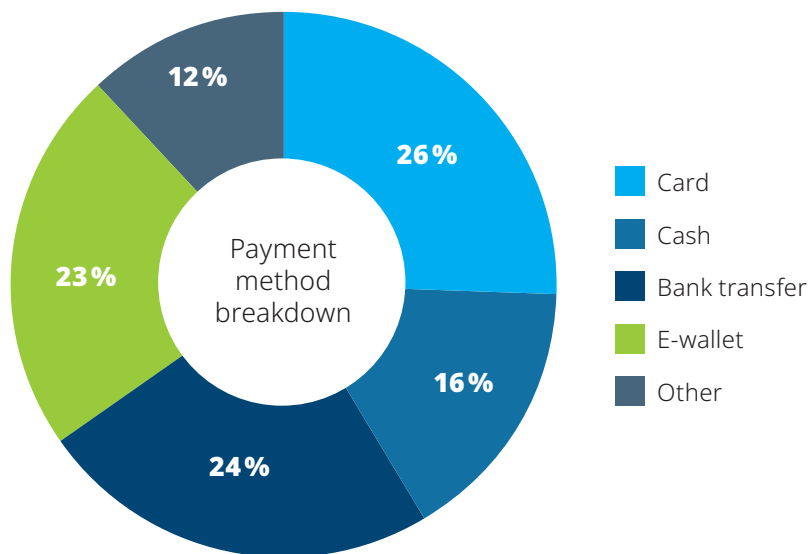


Food & Drink: **10 %**



Health & Beauty: **10 %**





### 26% Card total

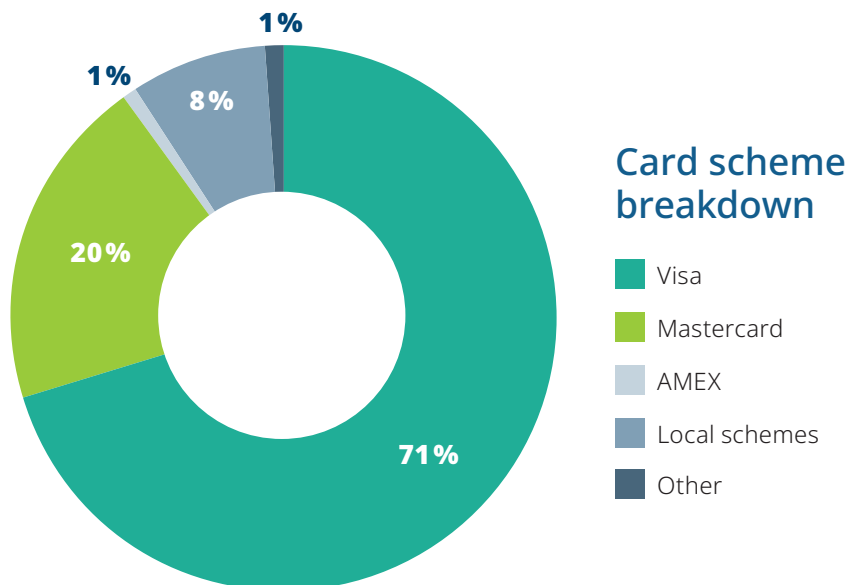
23% ICS

2% TPN

### 23% E-wallet total

13% PayPal

10% Other



### 1.9 bn Cross-border e-commerce value

49% shop cross-border

 **China: 52%**

 **Japan: 14%**

 **USA: 8%**

# Vietnam

**26 %**  
e-commerce growth

	Vietnam	Region	World
Population	95.5 m	3.6 bn	7.6 bn
Population (15+)	73.5 m	2.8 bn	5.6 bn
GDP	244.9 bn	29.1 tr	85.8 tr
GDP per capita	2,564	8,165	11,299
Online population	63.3 m	1.8 bn	4.5 bn
Smartphone penetration	72 %	51 %	58 %
Average online spend	132	2,181	2,594
E-commerce % of total retail	1 %	20 %	16 %

## TOP E-COMM SEGMENTS



Airlines & Hotels: **21%**



Clothing & Footwear: **11%**



Food & Drink: **10%**

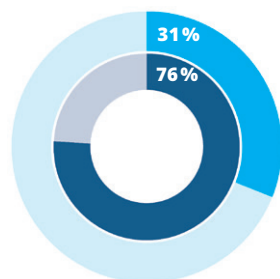


Electrical goods: **9%**

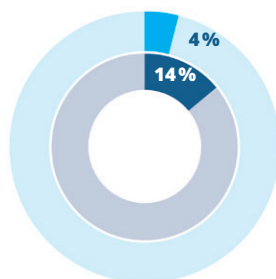


Health & Beauty: **9%**

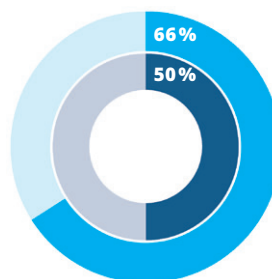
### Banked population



### Credit card penetration



### Internet penetration



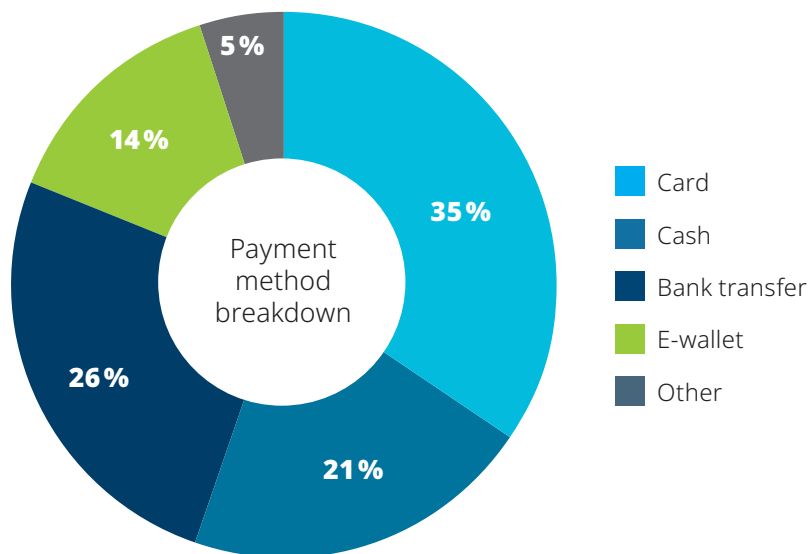
■ Vietnam ■ Region



B2C e-comm.  
**7.6 bn**



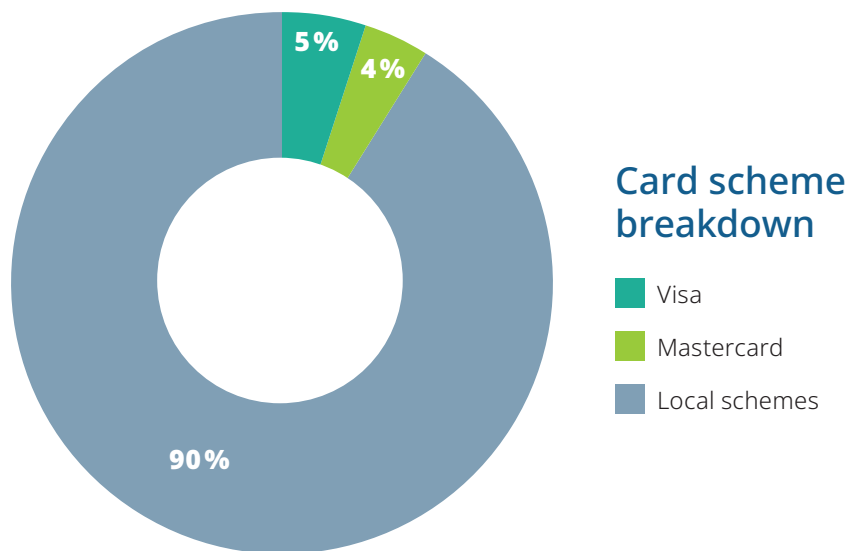
Mobile e-comm.  
**53% of total**



### 35% Card total

31% NAPAS

4% ICS



### Top cross-border markets



USA: 26%



China: 25%



Japan: 17%

As one of the very first payment service providers, Computop offers its customers around the world local and innovative omnichannel solutions for payment processing and fraud prevention. The internally developed Computop Paygate payment platform enables seamless integrated payment processes for e-commerce, at POS and on mobile devices. Retailers and service providers have the flexibility and freedom to choose from over 350 payment methods enabling them to specifically tailor their payment options per country. Technologies such as biometric authentication and self-learning algorithms improve security and convenience for retailers and consumers alike.

Computop, a global player with its head office in Germany and locations in China, England and the USA, has been servicing large international companies in the service, retail, mobility, gaming and travel industries for more than 20 years. These companies include global brands such as Amway, C&A, Fossil, the entire Otto Group, Sixt, Swarovski and Wargaming. Computop also provides its payment system to banks and financial service providers as a white-label solution. In total, Computop processes commercial payment transactions with a combined value of USD 36 billion annually in 127 currencies. With its individual and secure solutions, Computop makes a major contribution to the future of international payment processing.

**Sources:** PPRO and Edgar, Dunn & Company

Computop has been partnering with PPRO for a number of years and many of the alternative payment methods mentioned in this guide are provided through this partnership. PPRO provides Computop with the ability to accept locally preferred payment methods like e-wallets, bank transfers, cash, and local cards in more than 175 countries across the globe. Through one contract and one API.

**<https://www.ppro.com/almanac>**

**For questions and inquiries about Computop's solutions, contact a payment specialist in your area or visit [www.computop.com](http://www.computop.com).**

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