

PRESS RELEASE : E-COMMERCE LANDSCAPE THROUGH THE PANDEMIC



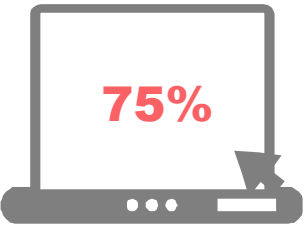
IPSOS MALAYSIA

8 June, 2021

GAME CHANGERS



E-COMMERCE ADOPTION IN MALAYSIA



...of Malaysians have browsed an e-commerce platform in the past 6 months



...of Malaysians have purchased something on an e-commerce platform in the past 6 months



59%
18-34 years



58%
Single



62%
East Coast

Average: 45%

20%
50 years & above

41%
Married

27%
East MY / North

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Nationally representative sample of N=1,012 Malaysian aged 18-74 years, covering 15 ecommerce platforms.

Entering the second year of living with Covid, shopping on e-commerce platforms has become a mainstay – almost half of Malaysians have purchased something on an e-commerce platform in the past 6 months.

As expected, the propensity to use e-commerce platform is higher among the younger population, three times higher than those above 50 years.

Surprisingly, the East Coast states have more recent e-commerce shoppers than any other region.

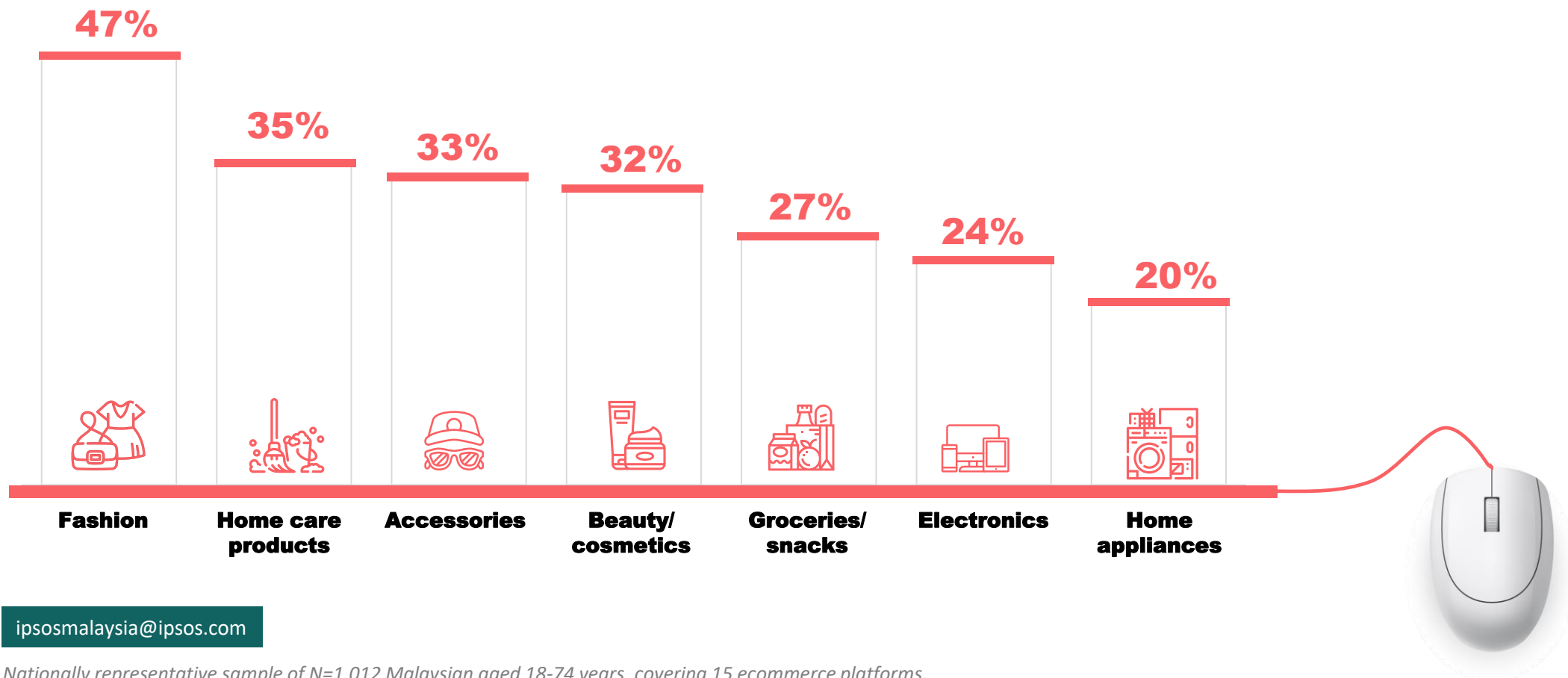


WHAT DID MALAYSIANS PURCHASE?

Fashion items, such as clothes and shoes, are the top categories purchased. The pandemic and MCO has fueled increase of home care products and groceries/snacks as important e-commerce categories.

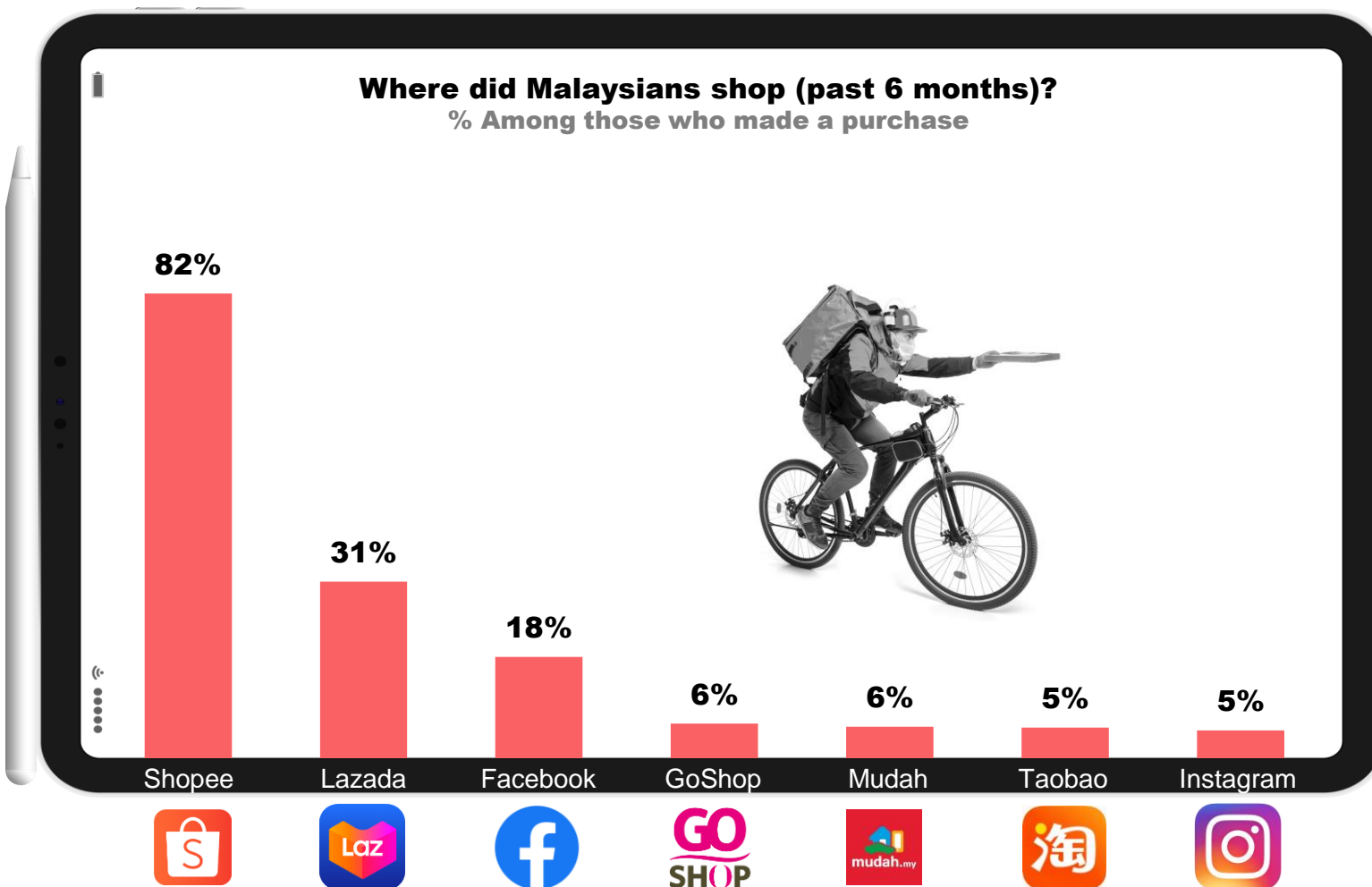


What did Malaysians purchase on e-commerce platforms (past 6 months)?
% Among those who made a purchase

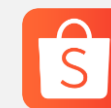


SHOPEE IS MALAYSIANS' PLATFORM OF CHOICE

Over the recent few years, many new platforms have emerged or entered Malaysia. Shopee is the leading platform by a significant margin in usage, and with almost half of its users promoting the platform.



Word of Mouth



Shopee

48%

Promoters
(Highly likely to recommend after usage)



Average
(15 brands)

30%

Promoters
(Highly likely to recommend after usage)

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DIFFERENTIATE E-COMMERCE PLATFORMS BEYOND PRICE



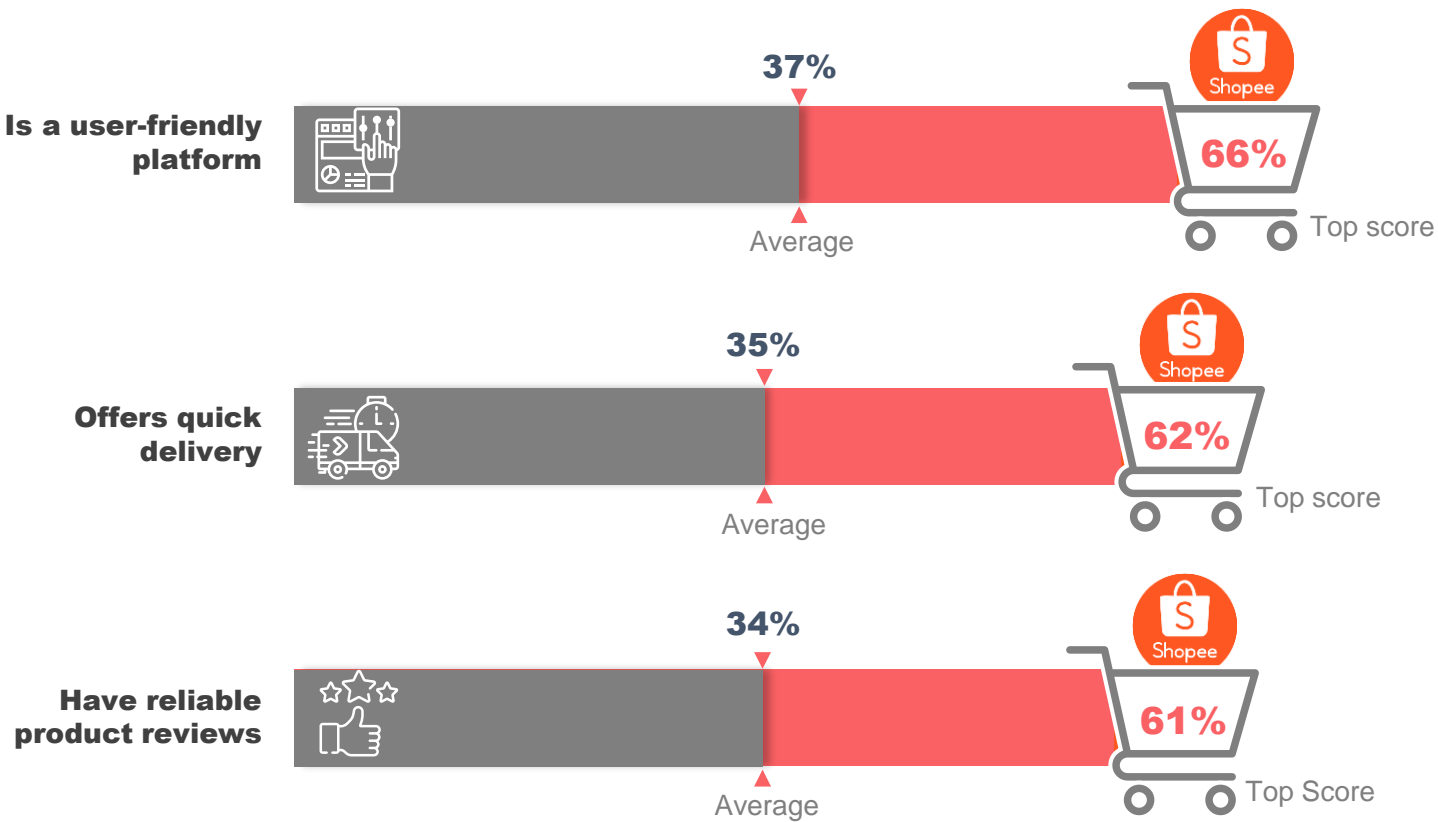
Malaysians look for user-friendliness, speed of delivery and reliability of reviews, beyond price & promotions.

Shopee is perceived more strongly than other players across these dimensions, supporting its dominant position.

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How does Shopee stand out? %Agree



*Average refer to average perception towards 15 e-commerce / online marketplaces in Malaysia



E-commerce landscape through the pandemic

Few sectors have been disrupted more by the pandemic than the retail sector - while physical retailers have faced continuous uncertainty, e-commerce platforms have been thriving through the pandemic.

Although e-commerce platforms has become a mainstay, these platforms have some way to go in terms of reaching older generations and to all corners of the country.

Fashion items remain key for e-commerce platforms, but pandemic and MCO has helped everyday items like home care products and food to become important categories.

Malaysia has many new players emerging or entering the country over the recent years. Among all, Shopee has a substantial lead among Malaysia's e-commerce platforms – the platform is strongly positioned as the leader, and tend to be recommended by its users.



Lars Erik Lie
Associate Director,
Ipsos Public Affairs

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Game Changers

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So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

