Global E-Commerce

Retail e-commerce in Singapore

- Increase in e-commerce sales
- $4.4 billion in 2015
- 2010: $1.1 billion
- 2011: $1.4 billion
- 2012: $1.6 billion
- 2013: $3.5 billion
- 2014: $4.4 billion

Reasons for increase in e-commerce sales
- Increased internet access via mobile
- Lower prices, greater selection
- Rising rental prices, labour crunch
- Travel
- Entertainment & Lifestyle

Most popular shopping categories
1. Electronics & IT
2. Fashion & Beauty
3. Food & Groceries
4. Travel
5. General insurance

Least popular categories
1. Donations
2. Financial products & services
3. Food & Groceries

General facts about Singapore

- 72% of population uses internet
- 84% of households have internet
- 50% of people own a smartphone
- 92% mobile phone subscribers
- 50% smartphone penetration
- 1.6 phones per person

Flipit Statistics

- 84% smartphone penetration
- 92% mobile phone subscribers
- 50% smartphone penetration

Most used social media platform
- 3.93 mil active users

Top shops on Flipit Singapore
1. Lala Berlin
2. Zalora
3. iVenture card Singapore
4. Deal.com.sg
5. Asos
6. Luxola
7. Glasses-Online
8. Redmart

Social Media

- 55% of population uses social media
- 76% of population uses Facebook
- 92% of population uses WhatsApp
- 70% of population uses Instagram
- 60% of population uses Twitter
- 48% of population uses Youtube

Singapore vs Malaysia

- Population 49.4% of population
- E-commerce traffic 60% of population
- Smartphone penetration 2.2 hours per day
- 1 mil tweets per day
- 76% of population

Pageviews

- 59.2% of pageviews
- 27.8% of pageviews
- 10% of pageviews
- 2.56 mil monthly unique visitors
- 3.2 mil monthly unique visits
- 2.64 mil monthly active users

Year-over-year growth

- +88%
- +34%
- +34%
- +16%
- +10%
- +16%

2014:

- 950
- 200
- 50

Most popular categories

- Electronics & IT
- Fashion & Beauty
- Food & Groceries
- Travel
- General insurance