ASIA ECOMMERCE COUNTRY SNAPSHOTS

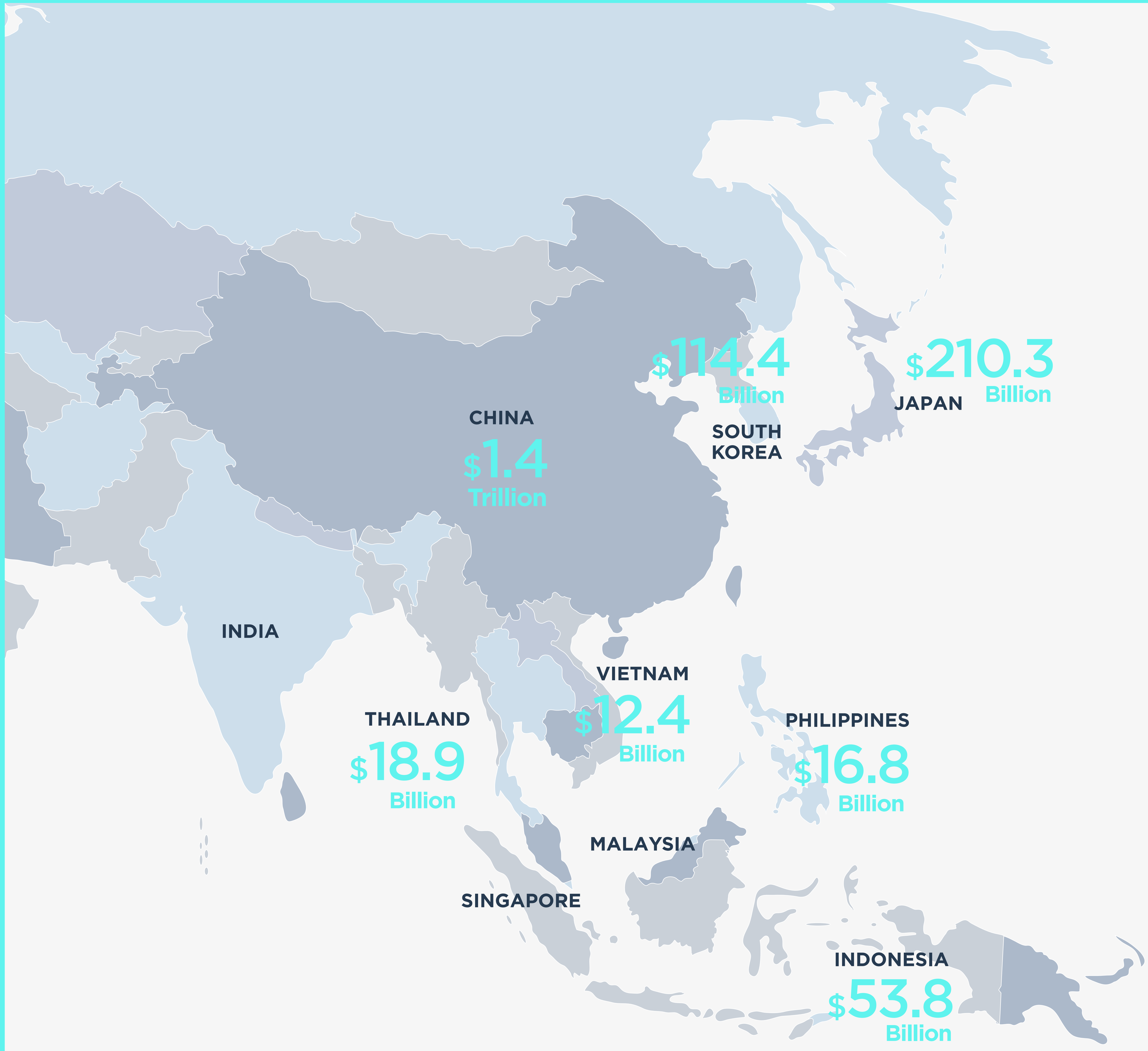
TOTEM

$1.9 TRILLION

ASIAN ECOMMERCE SALES WILL GROW TO $1.9 TRILLION BY END OF 2021, AND HIT $2.5 TRILLION BY 2025

ASIA

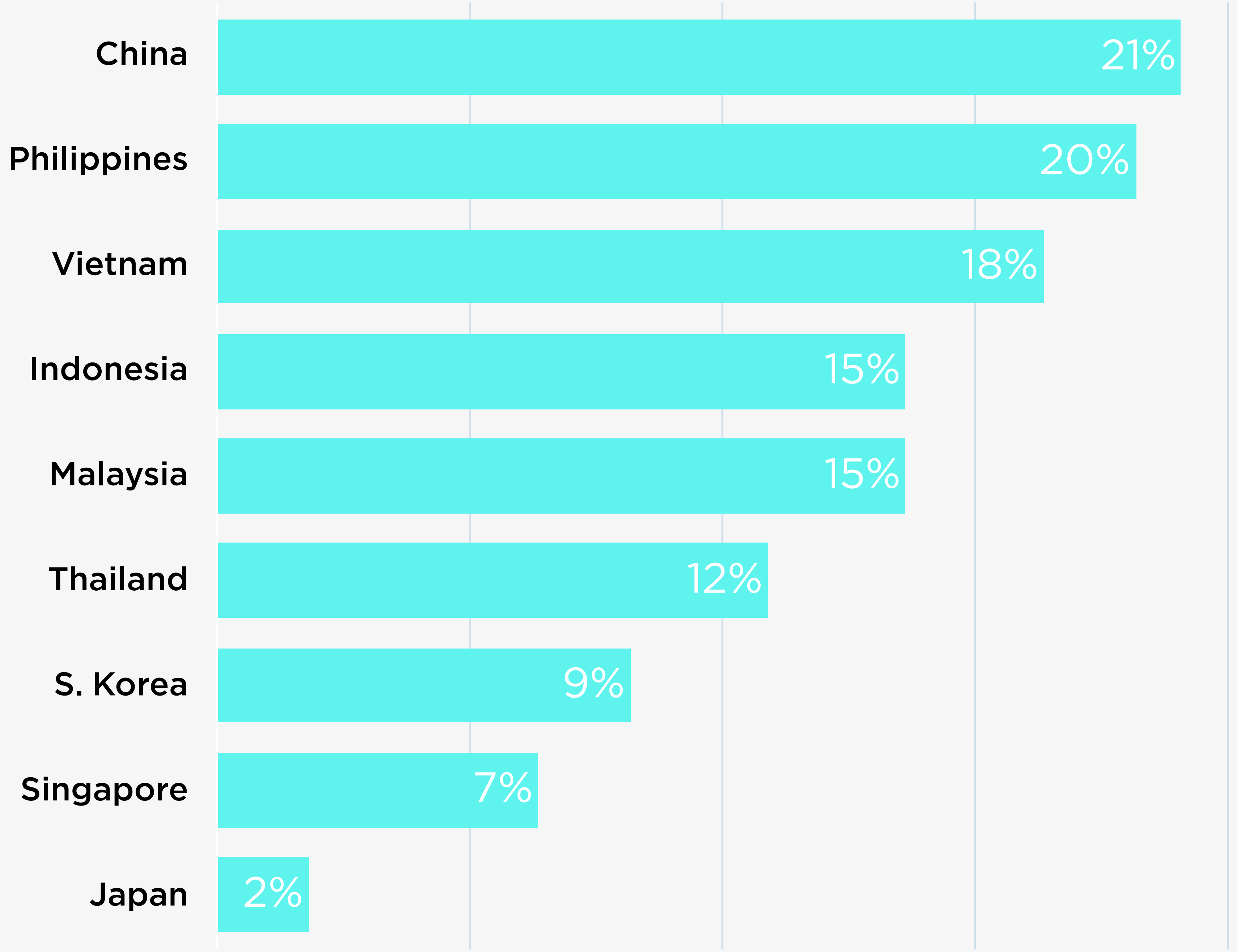
Population: 4.5 Billion
GDP (ppp): $65.44 Trillion
GDP per capita: $7,351



*Size of Ecommerce Market (Per Country)

RETAIL ECOMMERCE SALES GROWTH 2021

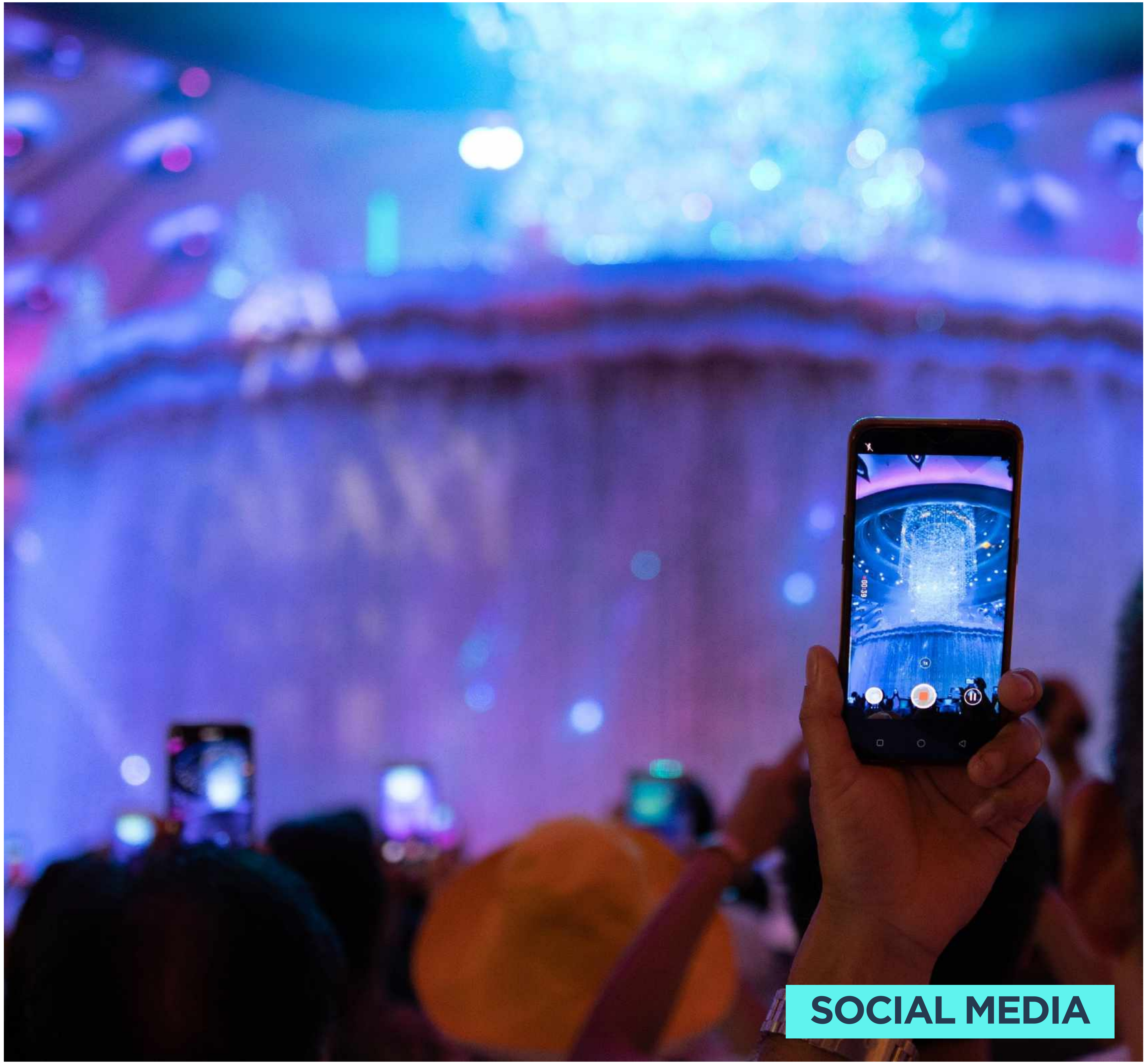
(% INCREASE)



90%

AS MUCH AS 90% OF MARKETING BUDGETS GO INTO DIGITAL ACROSS ASIA.

ASIA IS MUCH MORE DIGITAL AND MOBILE THAN THE US.

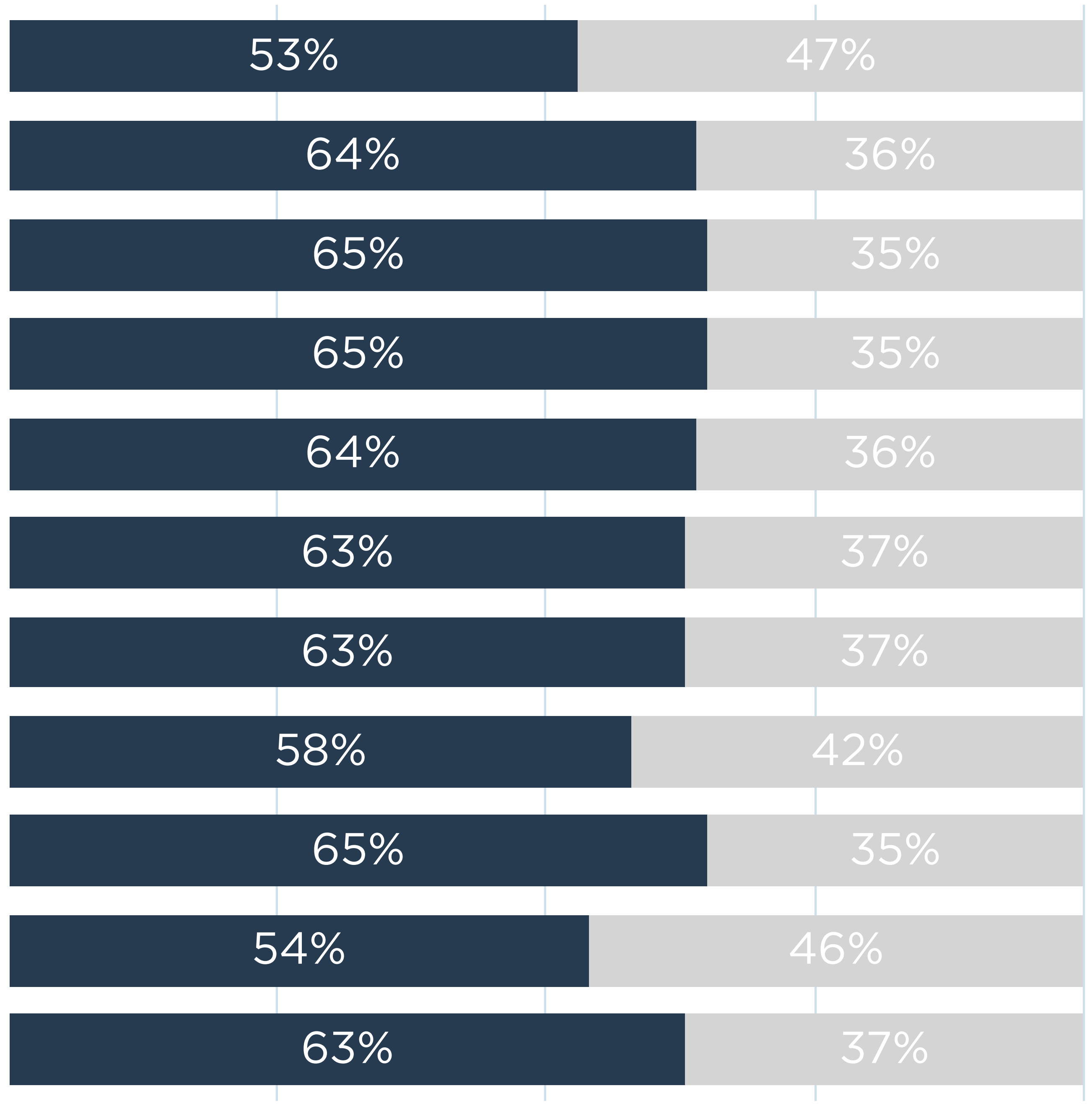


MEDIA ENVIRONMENT

ASIA IS DISTINCTLY DIGITAL AND MOBILE.

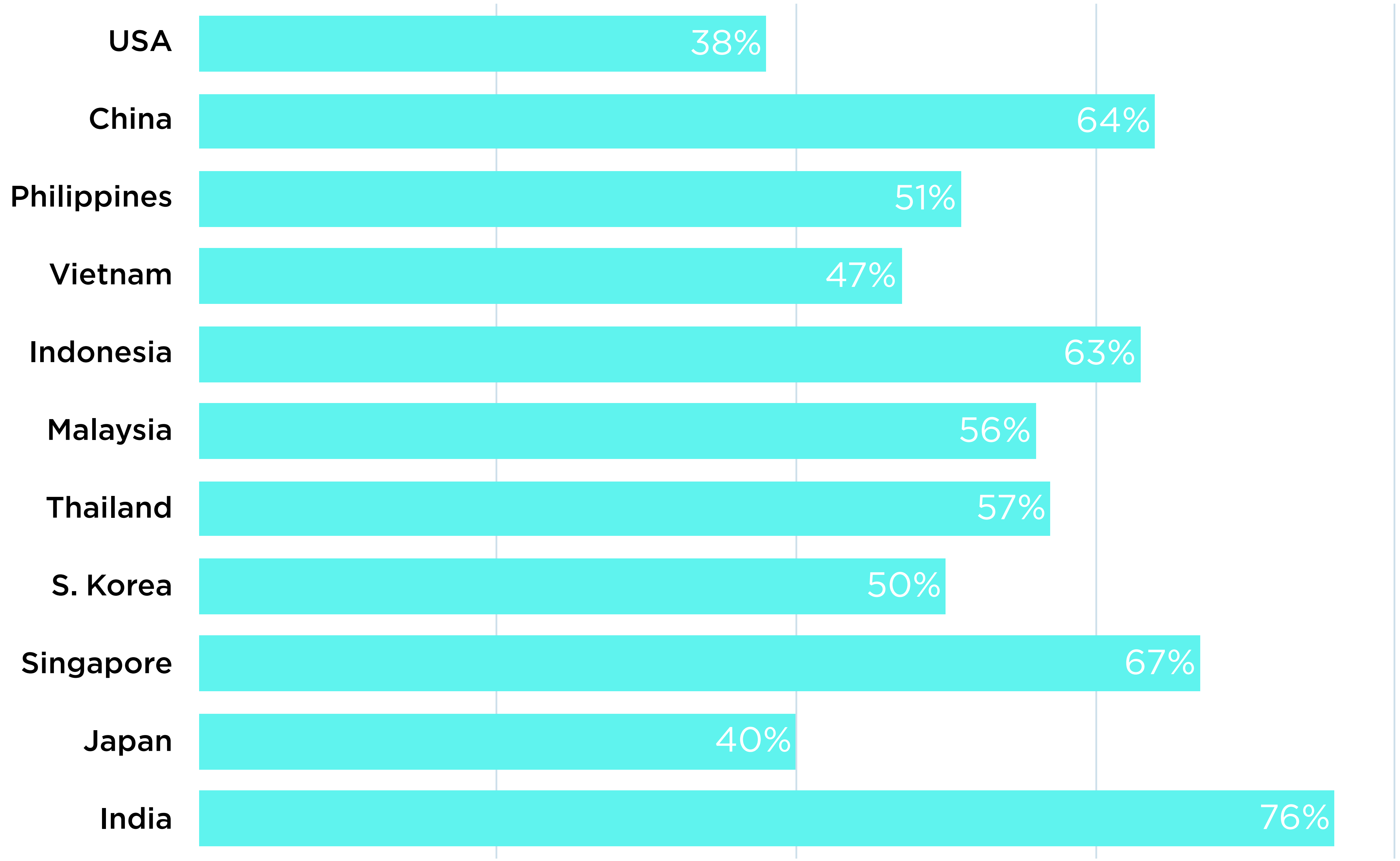
90% of marketing budgets in China are Digital

DIGITAL SHARE OF USER MEDIA TIME



MOBILE'S SHARE OF WEB TRAFFIC

2021



MARKETING IS CENTERED AROUND SOCIAL AND MESSENGER APPS.

When compared with marketing in the US, marketing in Asia is less focused on Websites, Search and Email.

Asia is social-first, and mobile-first. Messenger apps, such as LINE, Kakao, Zalo, WhatsApp hold the largest number of users - and share of user time. These messenger Apps - who are following the model of WeChat in China - are all positioning to become “SuperApps” by combining messaging, social functions, ecommerce, payments and other services/features.

There is no singular, dominant app/ social channel across the region.

SOCIAL MEDIA OVER SEARCH

SOCIAL CHANNELS

MESSENGER APPS RULE

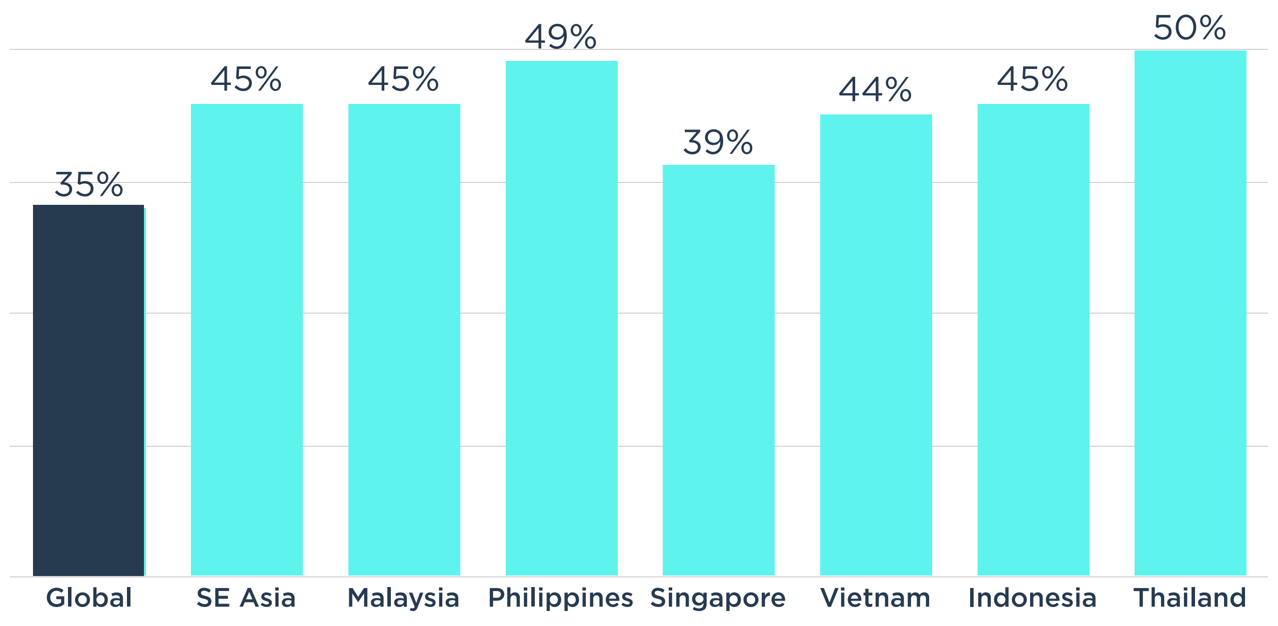
EMERGING “SUPER APPS”

SOCIAL COMMERCE DOMINATES

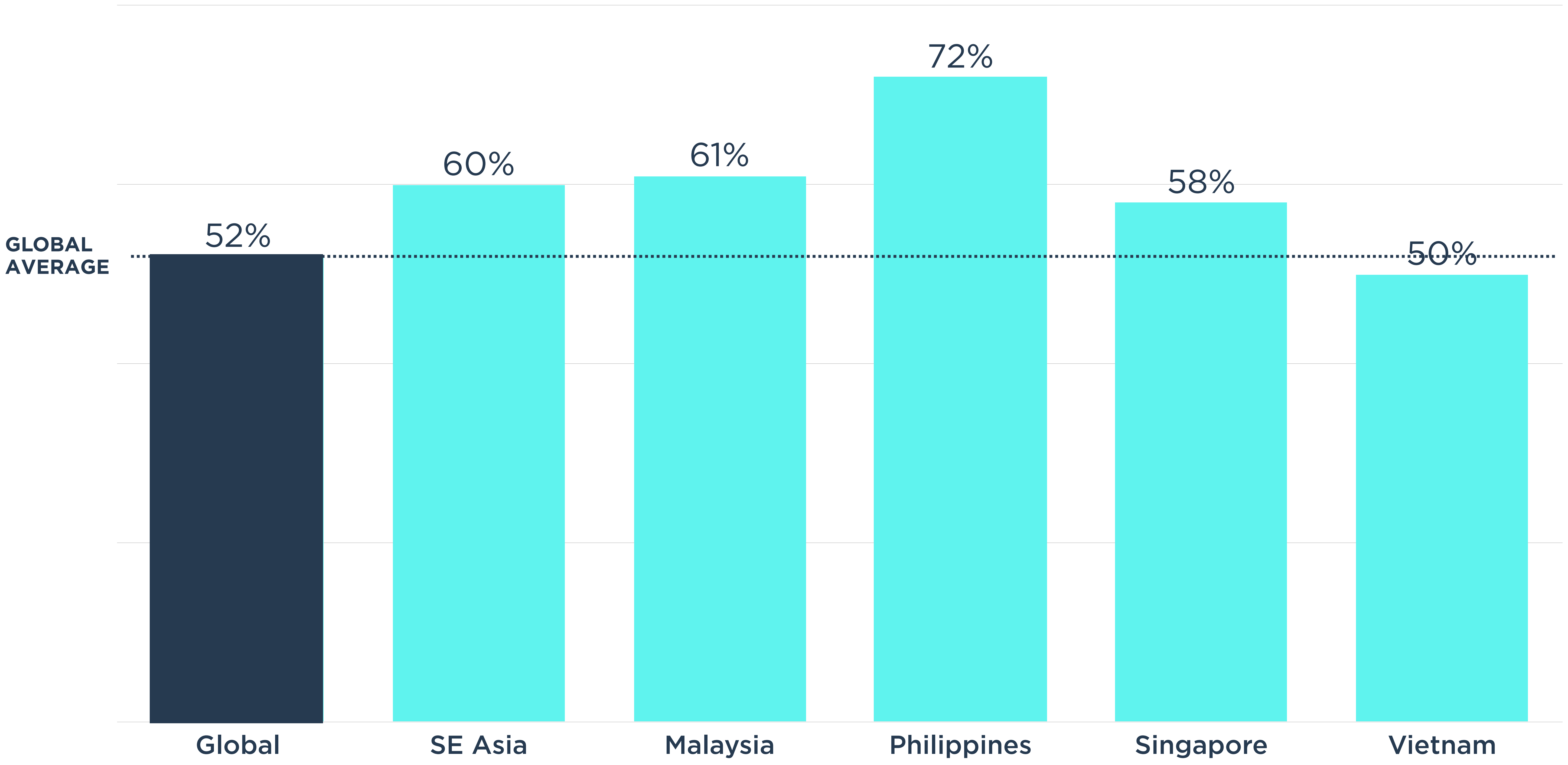
Across all of Asia, commerce connected to social and peer-to-peer networks, is becoming the dominant form of ecommerce. To illustrate this, Bain reports that social commerce accounts for 65% of Vietnam's $22 Billion online economy.

The need for social proof and collective decision-making is very strong across the region.

PERCENT OF CONSUMERS WHO ARE INTERESTED IN USING P2P NETWORKS TO SELL ITEMS.



PERCENT OF CONSUMERS WHO SAY ITS VERY IMPORTANT TO "FEEL PART OF PLACE OR GROUP"



Kantar Global MONITOR 2019

ECOMMERCE

60%

OF GLOBAL ONLINE RETAIL IS IN ASIA

CHINA ACCOUNTS FOR 35%, THE REST OF ASIA FOR 25%

ECOMMERCE LANDSCAPE

ASIA IS VERY FRAGMENTED

Amazon plays only a very minor role across the region. With the exception of Japan, Amazon does not rank among the top-5 ecommerce sites in any Asian market.

Ecommerce in Asia is dominated by; (a)local champions, such as Naver in S. Korea and Tmall in China, AND (b)pan-regional players such as Shopee and Lazada.

Apart from these platforms, there are a number of important channels which will play a role in the development of the region...

LOCAL CHAMPS

Every country in the region has local champions which cater to specific needs. Tmall (China), Rakuten (Japan) and Naver (S. Korea) are the largest.

REGIONAL PLATFORMS

Regional players like Shopee and Lazada are pulling ahead in a range of markets - particularly in Southeast Asia. They could soon offer a pan-Asia solution to brands

LOCAL MESSENGER APPS

Messenger apps dominate user time in Asia. "Super Apps" such as WeChat, LINE, Kakao and Zalo are bundling social, commerce and a rang of other services together.

SOCIAL COMMERCE

The major social channels are adding ecommerce functions (eg. Twitter Shops). While Facebook and Twitter are important support for DTC (traffic), they are also refocusing on on-platform social-commerce solutions.

AMAZON

Amazon is playing from behind in most of the region but is still an important player. It could still end up playing a role as regional unifier (ex. China).

DTC

DTC strategies are valuable for both initiating growth and for unifying brand identity across an otherwise fragmented region.

PATHWAYS FOR GLOBAL BRANDS IN ASIA

1

AMAZON: EXPAND THRU JAPAN

Japan is the only market where Amazon is ranked among the top-5 ecommerce players (in JP they are #1). Amazon.jp can easily be added to existing markets, making a notoriously challenging market accessible.

Brands that get hot in Japan can create a ripple effect across Asia. Mature ('picky') consumers in Japan provide signal for the entire region.

2

CHINA 1ST: CLAIM THE BIG PRIZE

China is (by far) the largest B2C ecommerce market in the World - it's the 'big prize.' China is also a different world when it comes to language, culture and digital tools and marketing strategies.

Depending on the brand and category, China - in many cases - should be the number one priority (or the only priority). A big win in China could eclipse the rest of Asia combined.

3

DTC: TRANSLATE DIRECT

Going 'direct' in Asia is challenging, as most ecommerce in the region flows through dedicated platforms (eg. Tmall, Shopee, Naver).

Going 'direct' early on (to gain early traction) is valuable. The most English-friendly markets - and those with strongest presence from Facebook/ Google (eg. Philippines, Malaysia, Singapore, HK) fit this approach.

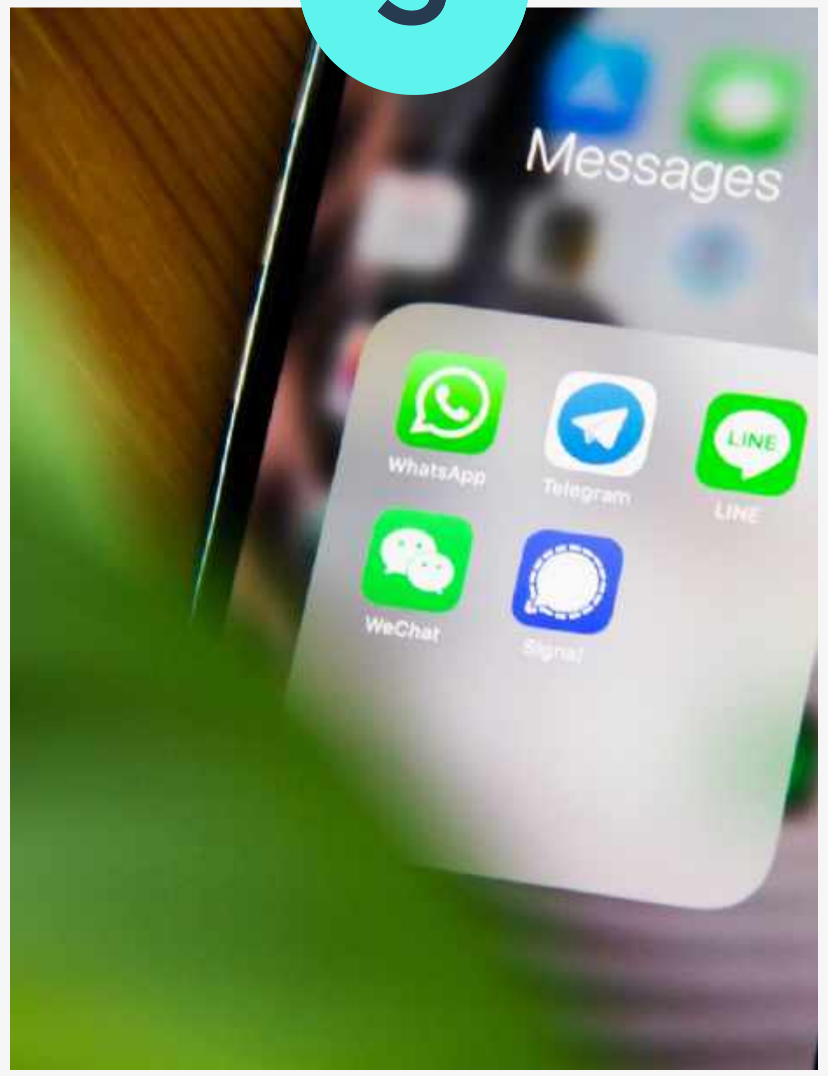
4

SHOPEE & LAZADA, S.E. ASIA

Shopee and Lazada hold strong leadership roles in a growing number of countries across the region.

For brands targeting Southeast Asia, Shopee/Lazada are (almost) essential for success. These regional champions are also making strong gains into other markets (eg. Taiwan), so at some point could provide a one-stop approach for Asia at-large.

5



MESSENGER SOCIAL-COMMERCE

Messenger apps - which lead in user numbers across the region - also hold massive potential for social commerce success. Kakao, LINE, Zalo, WhatsApp are all following hot-on-the-heels of WeChat when it comes to integrating ecommerce functions.

These players could end up being the ultimate champions in ecommerce, but they still trail the dedicated platforms.

3.1 BILLION

ASIA WILL HAVE 3.1 BILLION ONLINE SHOPPERS BY 2025. DURING COVID ALONE, SOUTHEAST ASIA ADDED OVER 70 MILLION ONLINE SHOPPERS.

COUNTRY PROFILES

JAPAN

Japan is the world's third largest economy, with a retail e-commerce market valued at over US$144 Billion (in 2021).

Of Japan's 126.8 million inhabitants 119 million are online, with 74 percent of this online population shopping regularly online. In 2021 the same percentage of internet users are also on social media, which is up 5% from the previous year.

Japan's e-commerce ecosystem is a mix of international players like Amazon and Yahoo!, and local champions such as Rakuten.

The same is true of its social media landscape. While local social messaging platform LINE is a clear leader, the market also includes international players such as Twitter, Pinterest, Facebook and Instagram.

JAPAN

126.8 MILLION

Population

94%

ARE INTERNET USERS

86.6% access Web by Mobile

#3 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Japan's population comprises 102 million social media users, (81.1% of the total inhabitants), which is an increase of 8.7% in social media users.

Japan is in one of the lower positions compared to global averages when it comes to social media. The average amount of time spent on social media per day is just 51 minutes, and they also frequent a lower than average number of social platforms at 3.9 per month.

Social media users are slightly more likely to be female over male, at 52.6% vs 47.4%.

LINE is a leader in social media usage in Japan, with 79.6%. Social numbers seem to trend a little lower across the board in Japan – with Twitter at 58.2%, Instagram at 47.7% and Facebook at 30.8%.

SOCIAL MEDIA USAGE

WEB TRAFFIC REFERRALS

Netizens (16-64yrs) Using Platform Per Month	Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
30.8%	14.8%	-15%
47.7%	8.3%	+210%
58.2%	44.2%	-15%
21.3%	22.4%	+14%
74.5%	7.1%	+11%
15.5%		
79.6%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

Japan saw a small increase in the number of people making purchases of goods online in 2021, rising 3.5% to reach 94.43 million. The total for spending on consumer goods online hit 210.3 billion, showing +32% growth year-on-year.

Average annual revenue per consumer goods e-commerce users averaged at USD2,227, showing year-on-year change of +28%.

Purchases made via mobile were less than half, at just 46.8% (still a 2.2% rise over 2020).

While dedicated ecommerce giants Amazon and Rakuten dominate currently, LINE is a player to watch a challenger. Much like the situation in China with WeChat, if a dominant messenger app can couple commerce with social, there is strong potential to create private sales channels.

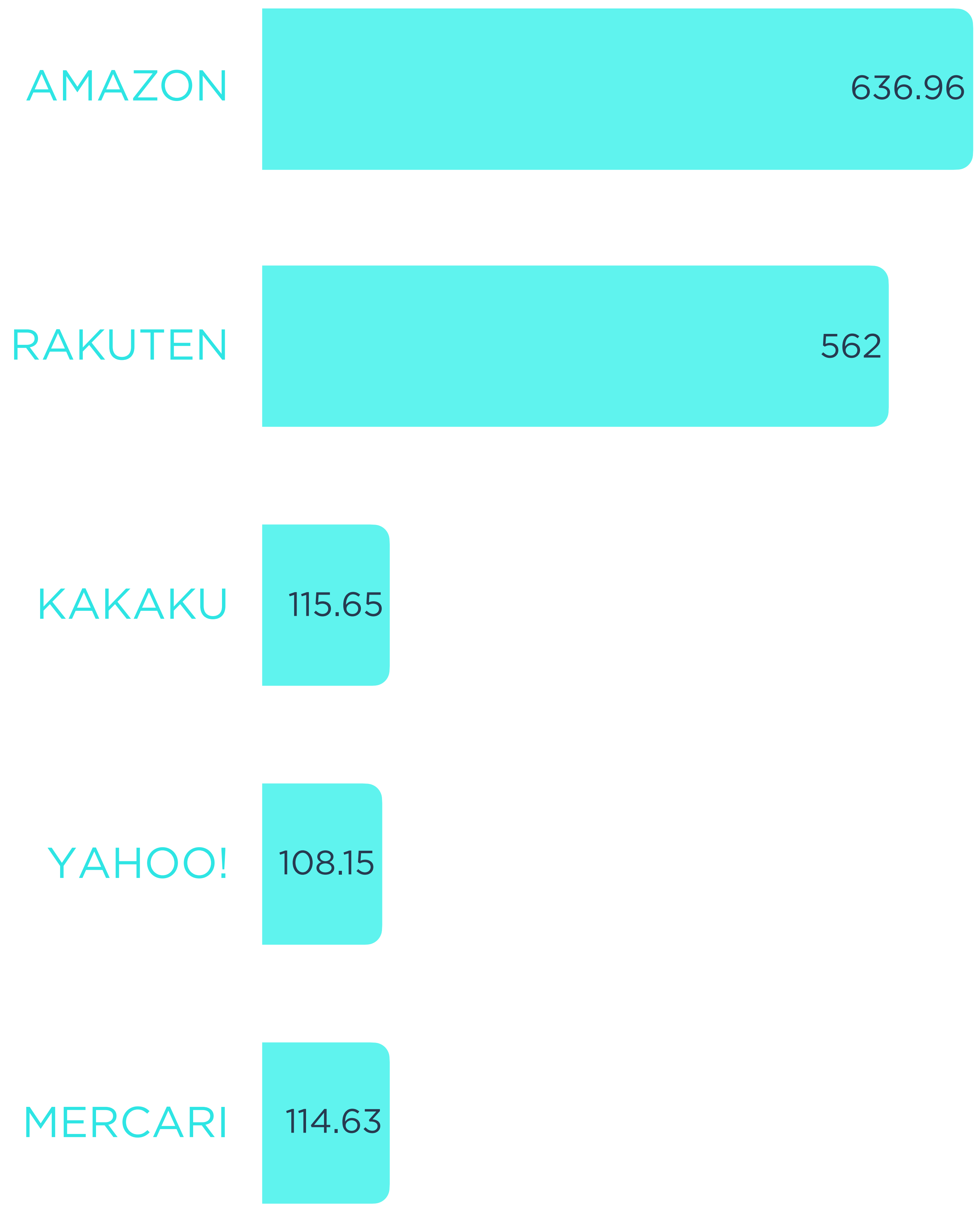
Japan is one of the few Asian nations where electronics is not the dominant category. Here that distinction goes to fashion, which saw 55.67 billion in annual e-commerce spend. E-commerce did bring in 40.70 billion, while furnishings achieved 31.31 billion.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$40.7B	+29%
FASHION	$55.7B	+36%
FURNISHINGS	$31.3B	+23%
TOYS, HOBBIES	$16.6B	+35%
PERSONAL CARE	$25.3B	+22%
FOOD	$17.6B	+52%
BEVERAGES	$16.8B	+59%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



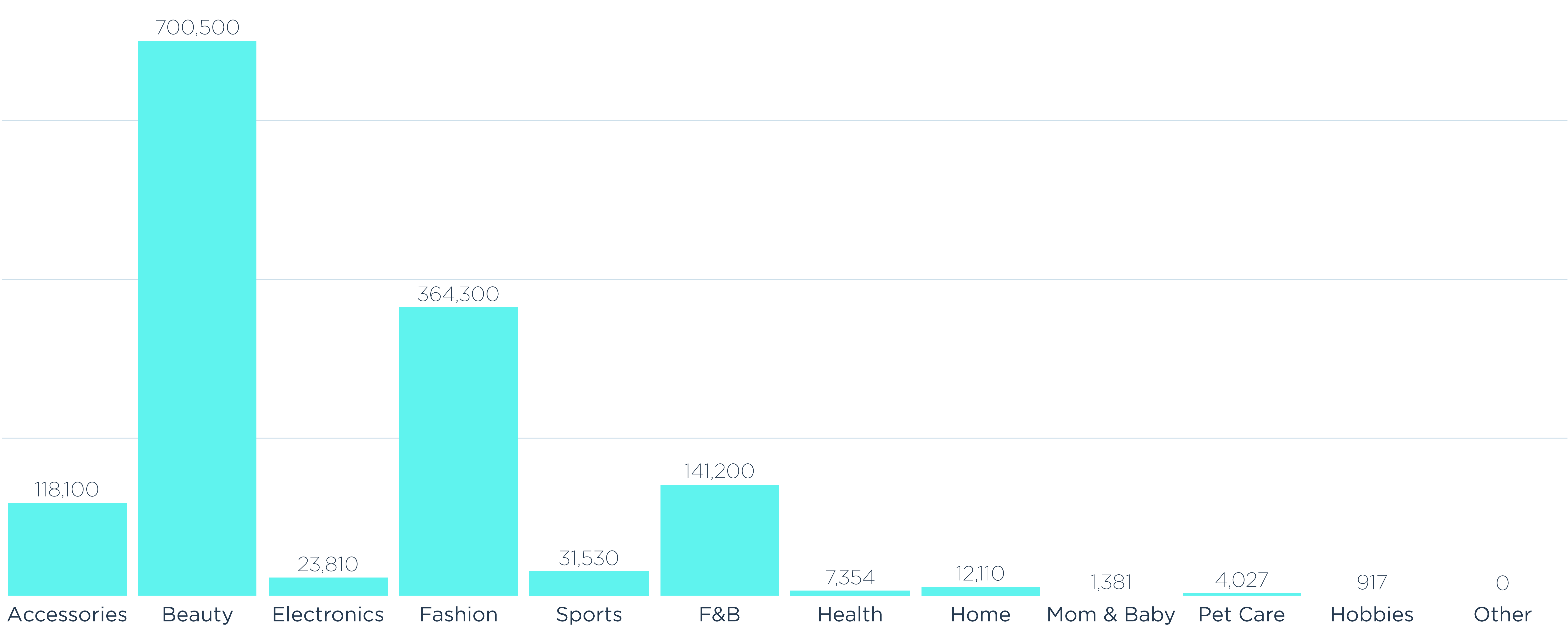
Source: Kepios 2022

JAPAN

SNAPSHOT ON DTC BRANDS

Japan is the largest market for DTC brands within Asia, with a large number of both domestic and foreign players. Beauty is by far the largest category.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5

DTC BRANDS

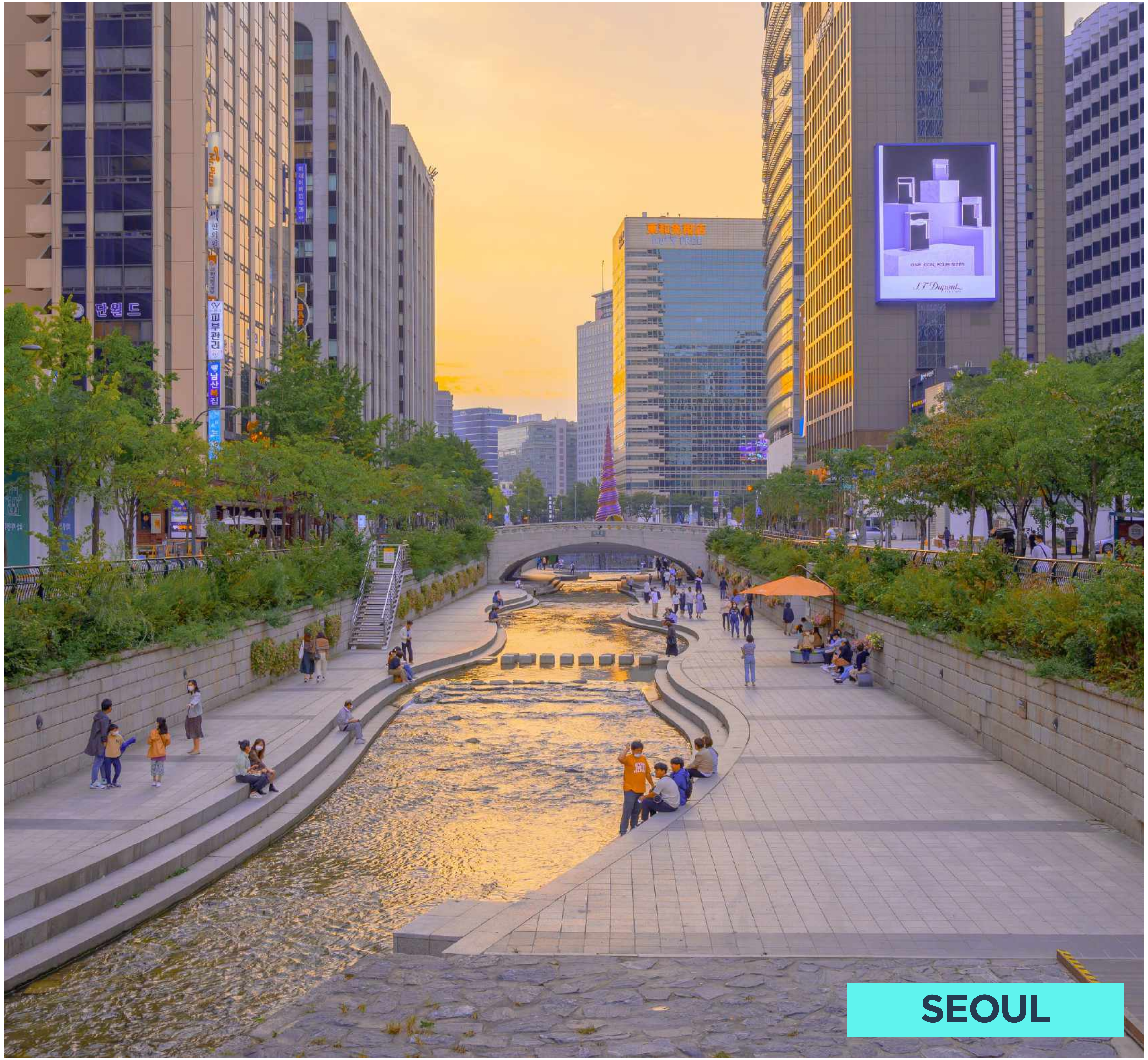
	Brand	Traffic	Traffic Share
1	Etvos	296.5k	21.1%
2	Botanist	133.5k	9.5%
3	Casetify	113.2k	8.1%
4	Base Food	112.6k	8.0%
5	Aesop	99.74k	7.1%
	Others	649.7k	46.2%
	TOTAL	**1.405M**	**100%**

Top 5 DTC brands in Japan - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

S. KOREA

South Korea has among of the highest internet reach numbers in the world. Of it's 51.34 million people, 50.29 million are internet users – 98% of the total population.

This continues to rise, with a 1.1% year-on-year increase. Average daily time spent online is 5 hours 29 minutes, which is actually down slightly (-2.4%) on the previous year. The population is also highly mobile-centric, with 94.2% accessing the internet via their mobile phones.



S. KOREA

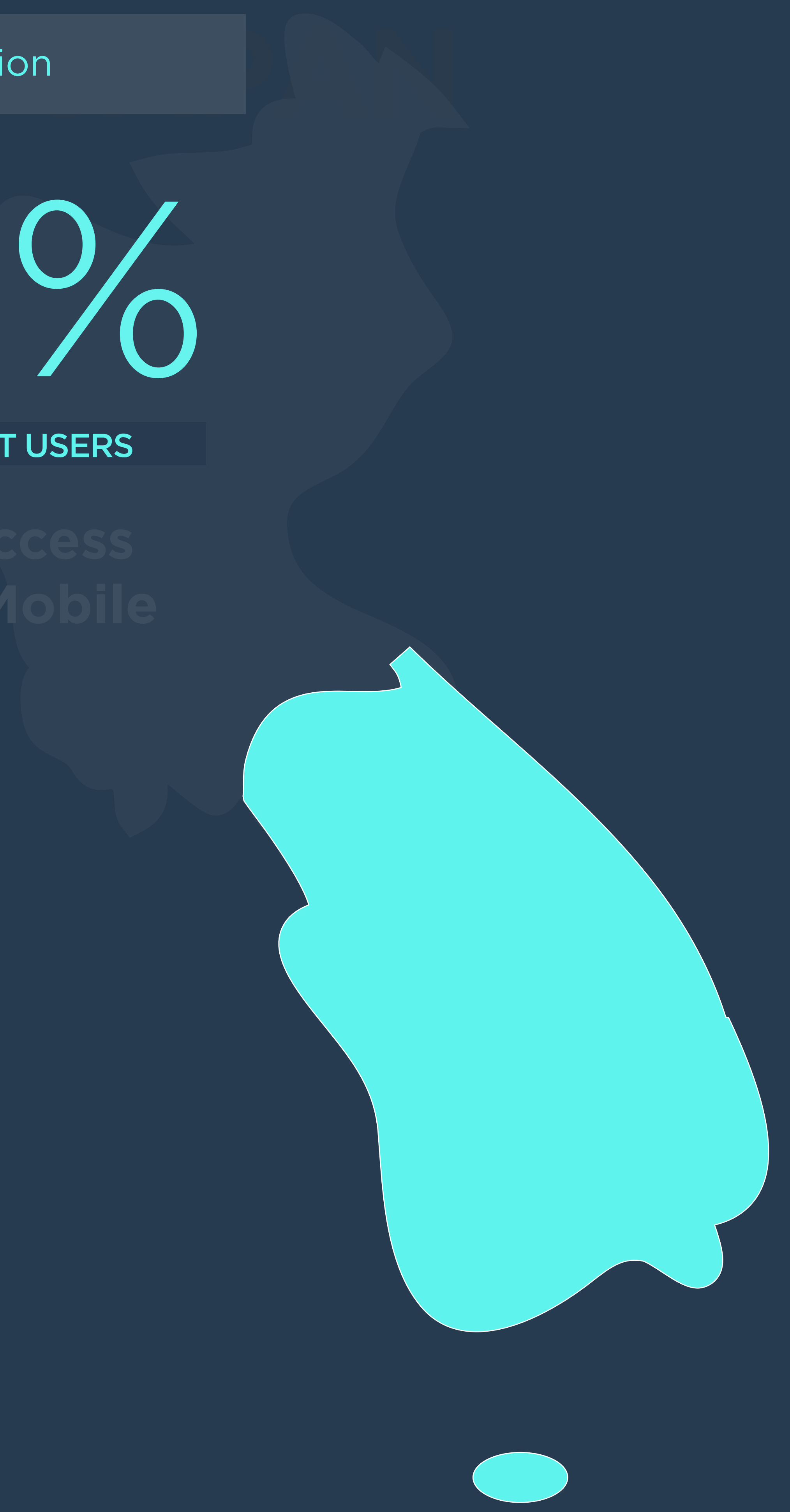
51.6 MILLION

Population

96%

ARE INTERNET USERS

94.2% access
Web by Mobile



#10 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Social media users in South Korea number 46.81 million, making up 91.2% of the total population.

Average daily time spent using social is 1 hour and 13 minutes, which is 5 minutes more than the past year. They use an average of 4.9 social platforms each month. And most people online are social media users (93.1%).

Social media users vs the population aged 13+ is 101.7%. The gender balance is essentially split down the middle (50.1% vs 49.9%).

KakaoTalk is a South Korean local player that's far ahead of the rest, at 87.2 % of social users aged 16-64. The second closest is Instagram at 63.3%, with Facebook in third at 52.5%

SOCIAL MEDIA USAGE	WEB TRAFFIC REFERRALS	
Netizens (16-64yrs) Using Platform Per Month	Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
52.5%	82%	+4%
63.3%	0.8%	+169%
27.5%	11.4%	-34%
11.2%	1.27%	-21%
43.3%	3.85%	+133%
19.5%		
87.2%		
25.8%		

E-COMMERCE LANDSCAPE

Just over 38 million people purchased goods via the internet in 2021, marking a 3.5% increase year-on-year. The total annual spend on online consumer goods amounted to 114.4 billion, up 18 billion over the previous year.

Average annual revenue per consumer goods e-commerce users averaged at USD2,995, showing year-on-year change of +14.5%.

Purchases made via mobile make up around two thirds of e-commerce spend, at 65.5% (up 3.7% over the previous year).

Naver and Coupang dominate ecommerce in South Korea. Kakao Talk will be worth watching in the years ahead to see if can make some gains on the incumbents. Kakao released major new ecommerce features in 2021 and is making in-roads with livestream shopping.

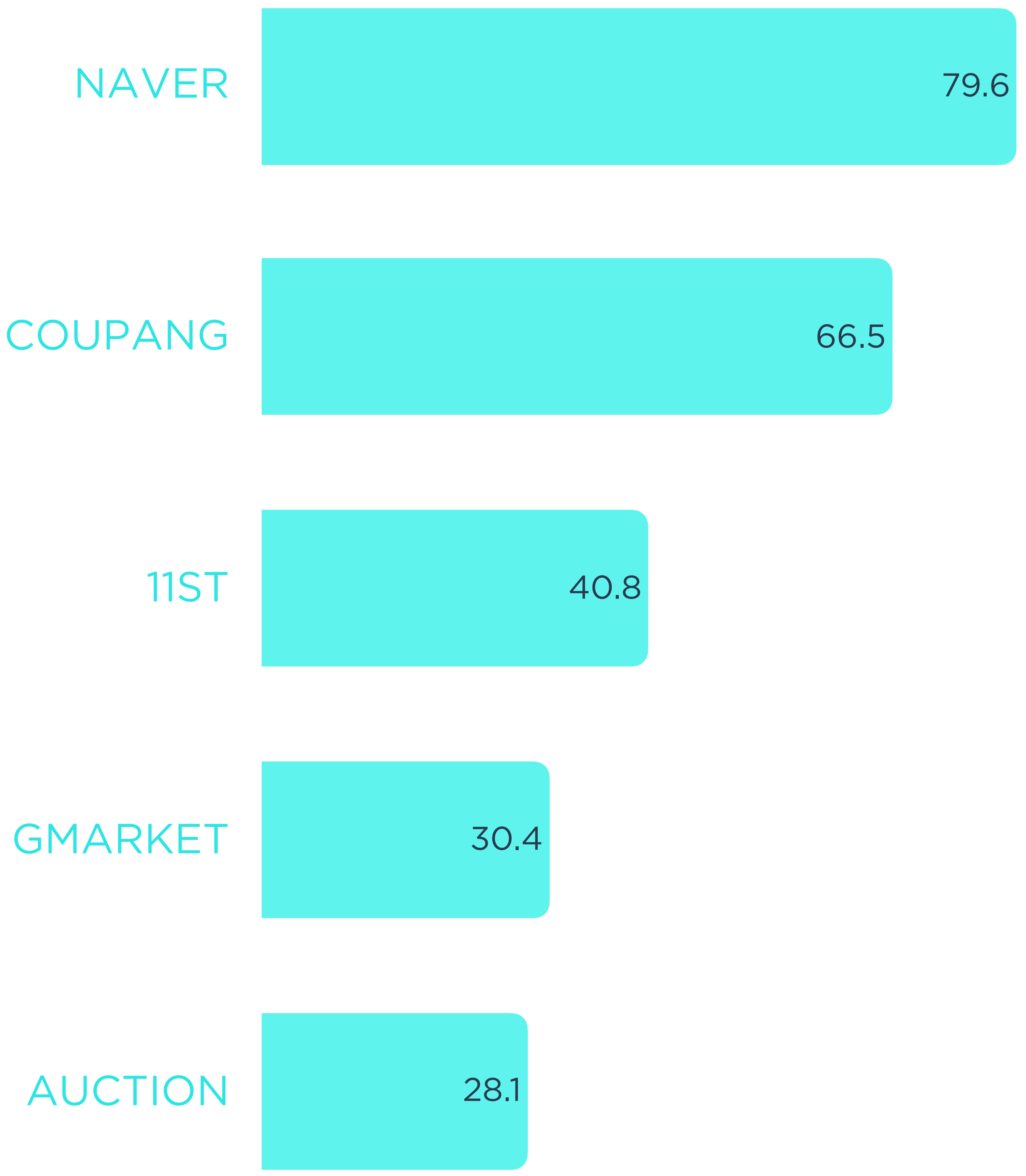
Fashion is the largest segment in South Korea with consumer spend at 36.01 billion, ahead of electronics at 24.3 billion and personal care at 16.29 – all double digit year-on-year increases.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$24.30B	+12%
FASHION	$36.01B	+27%
FURNISHINGS	$9.16B	+5%
TOYS, HOBBIES	$9.71B	+13%
PERSONAL CARE	$16.29B	+12%
FOOD	$6.98B	+43%
BEVERAGES	$7.04B	+34%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



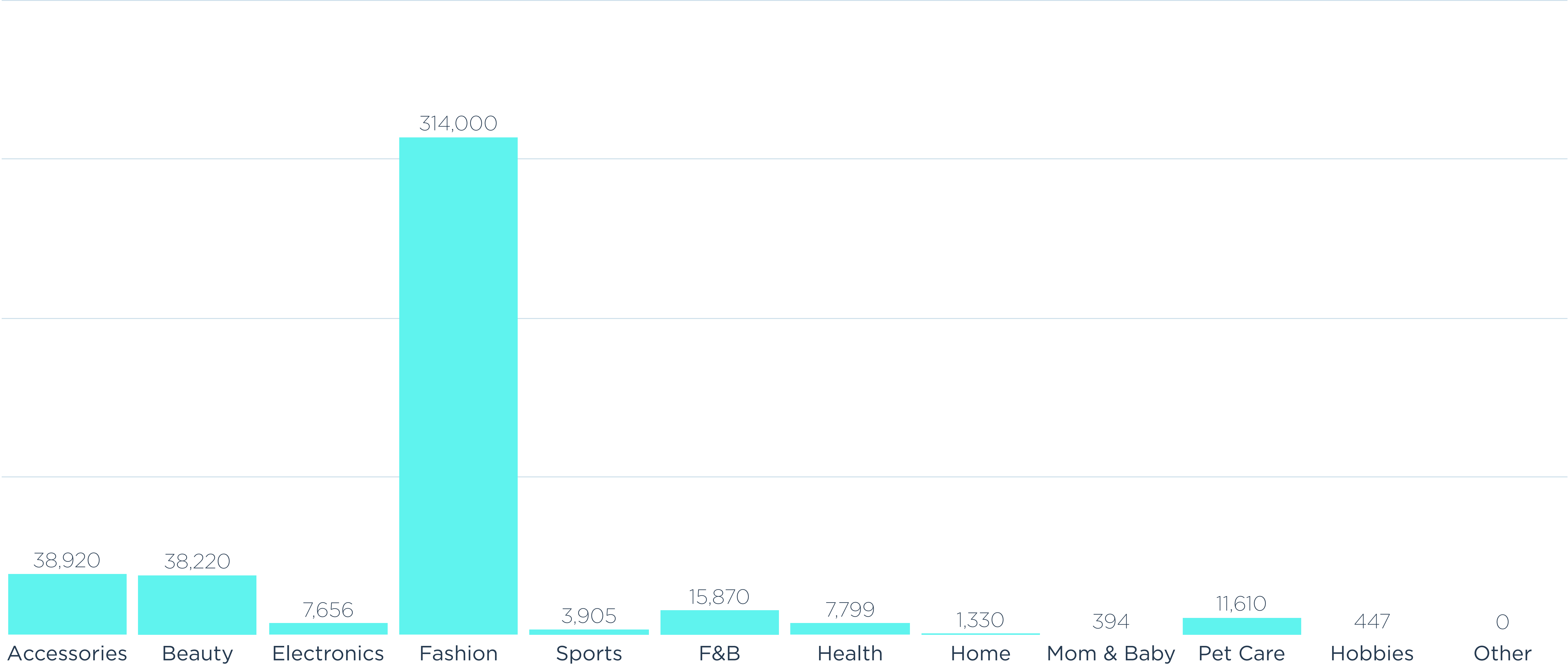
Source: Kepios 2022

SOUTH KOREA

SNAPSHOT ON DTC BRANDS

South Korea is among the larger markets for global DTC brands. However, most ecommerce in Korea flows through Naver and Coupang, so 'direct' sales are still small by comparison.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Dôen	153.3k	34.8%
2	Veja	59.52k	13.5%
3	Casetify	37.2k	8.5%
4	Wisely	12.59k	2.9%
5	Chewy	11.6k	2.6%
	Others	165.9k	37.7%
	TOTAL	**440.1k**	**100%**

Top 5 DTC brands in S. Korea - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

CHINA

China is the big one. Especially when it comes to all things digital. With its 1.45 billion population, a whopping 1.02 billion are internet users, which adds up to 70.9% of the total population. This is up 3.6% (+36 million) year-on-year over 2020.

People in China spend a relatively low average of 5 hours 15 minutes using the internet each day.

There were 1.63 billion mobile connections in 2021 (+1.8% year-on-year), and 91.1% access the internet via their mobile phones.

SHANGHAI

CHINA

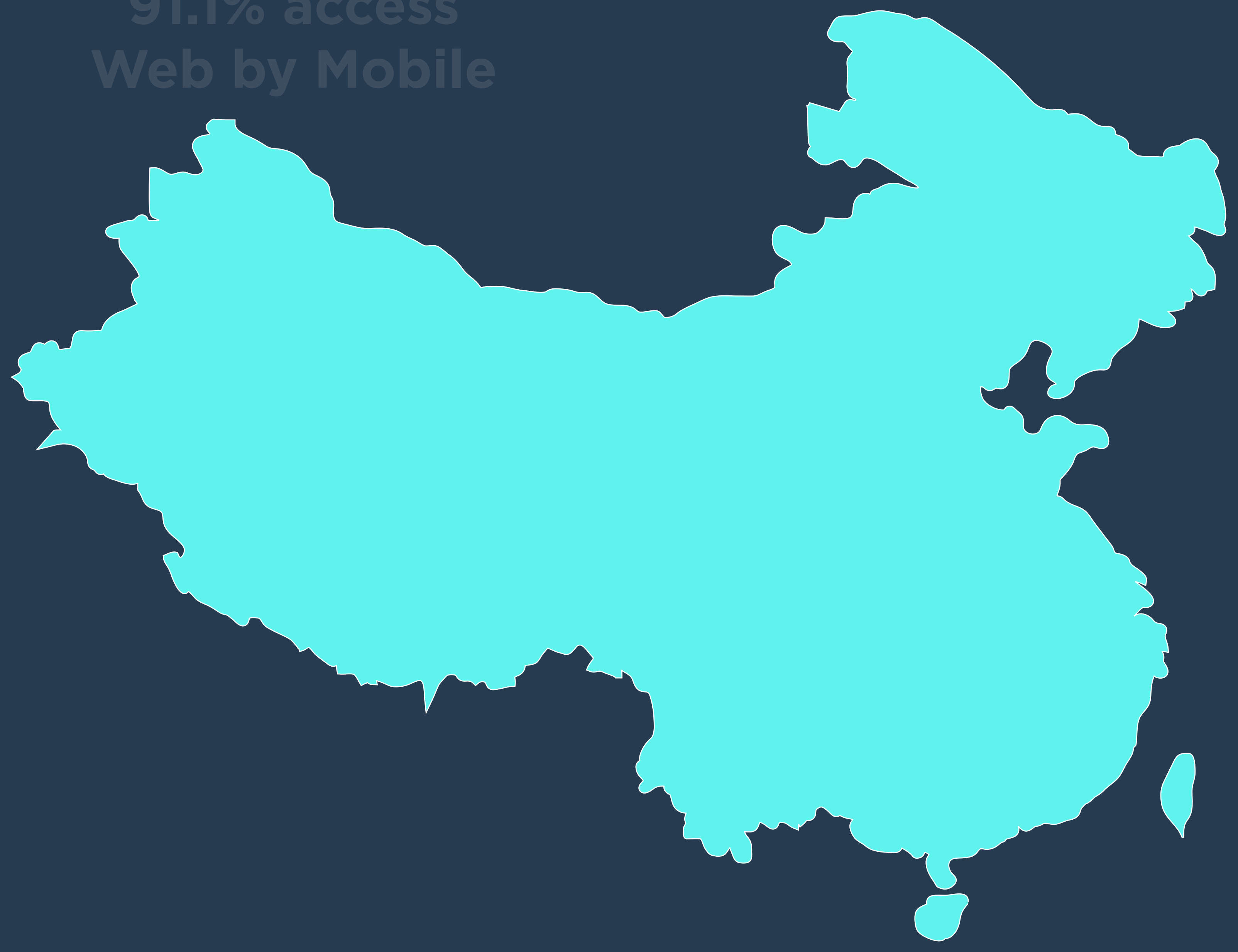
1.4 BILLION

Population

71%

ARE INTERNET USERS

91.1% access Web by Mobile



#2 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

China's social media using population numbers 983.3 million, making up 68% of the total population (+5.6% increase year-on-year vs 2020).

They spent just under two hours a day using social media (1 hour 57 minutes), which is 7 minutes less than the year before. On average they use 8 social platforms a month, and 95.9% of internet users are social media users.

Social media users vs the population aged 13+ is 80.1%. The gender balance shows a slight leaning towards male at 51.2% vs 48.8%.

China's most-used social platforms are homegrown, with names that are huge in China and infrequently seen elsewhere. Weixin (Wechat) leads the them all at 77%, ahead of Douyin at 70.2% and QQ at 61.5%.

SOCIAL MEDIA USAGE

Netizens (16-64yrs) Using Platform Per Month

77.0%

70.2%

61.5%

50.7%

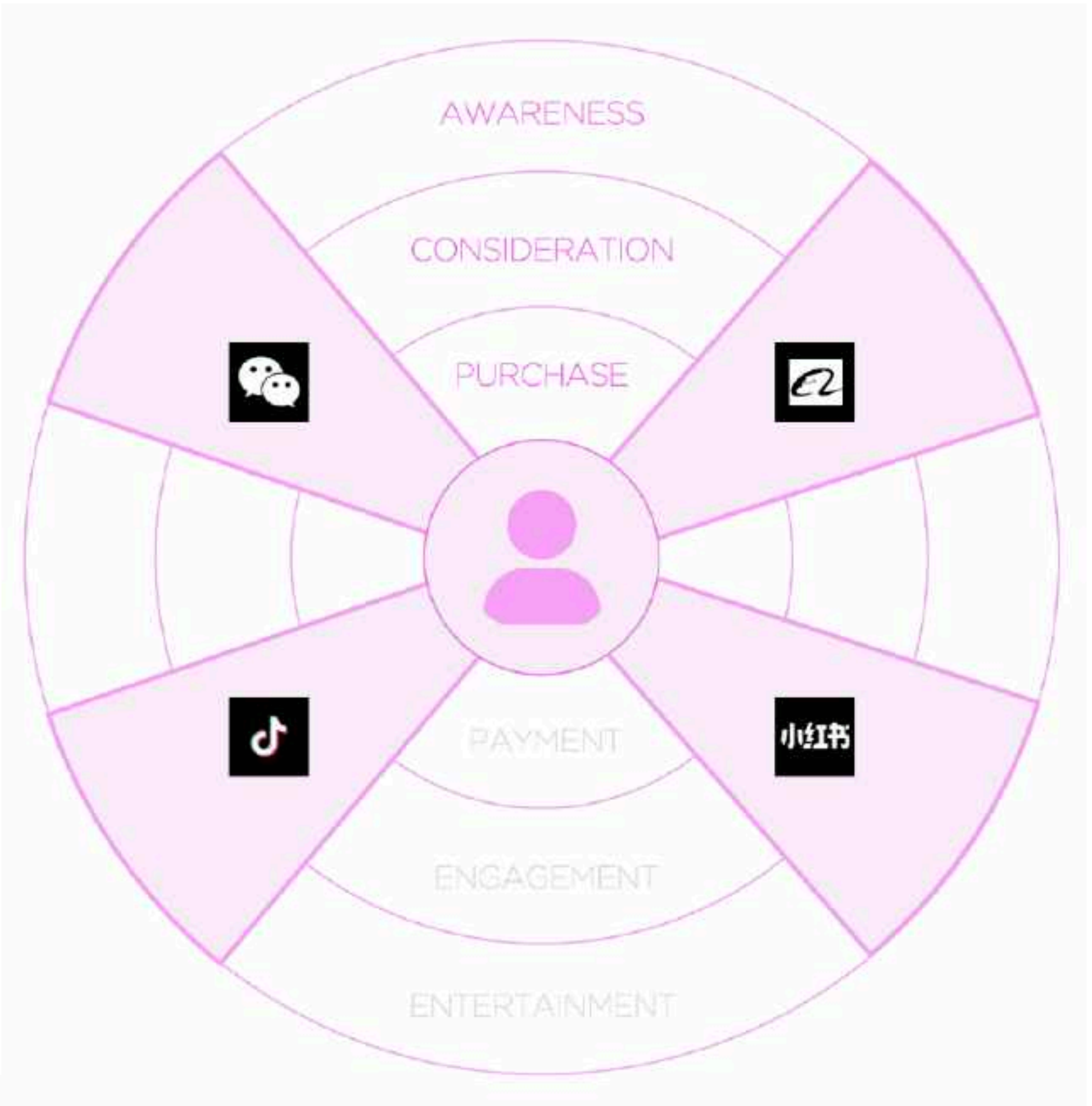
47.9%

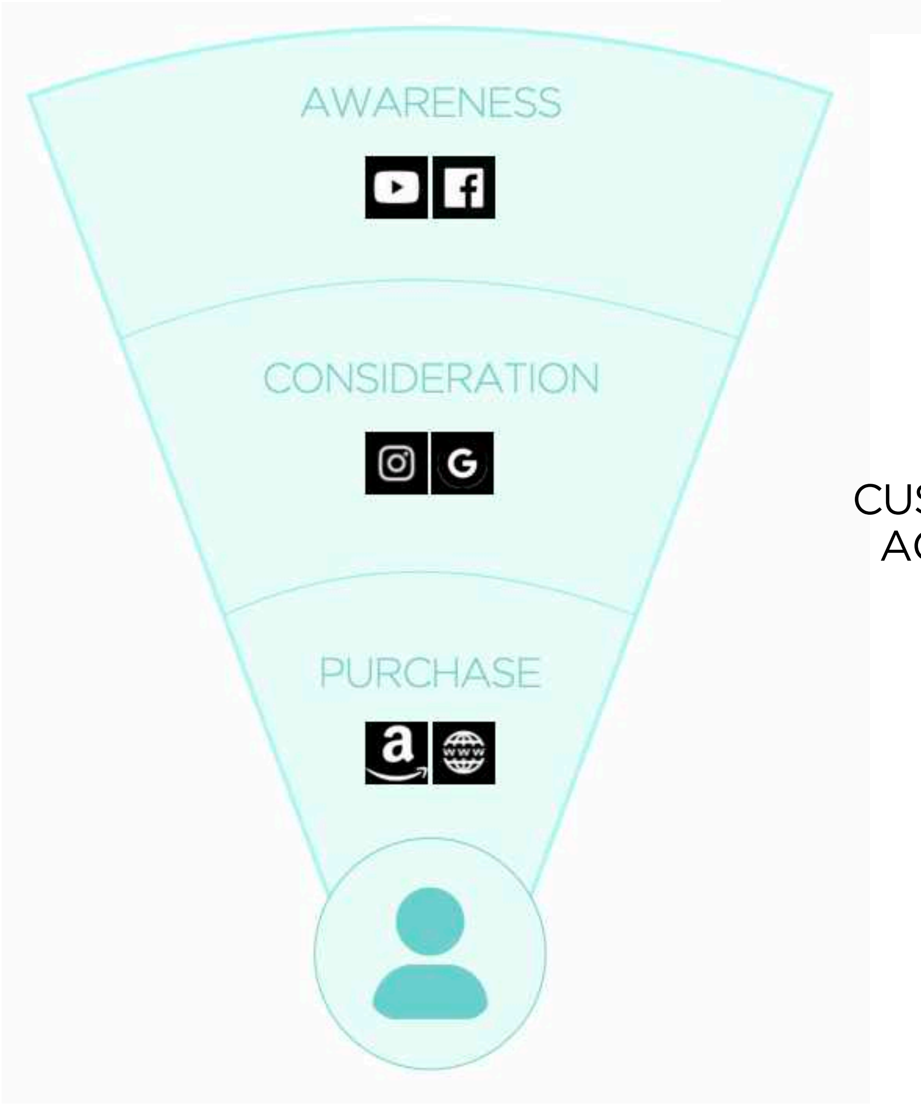
15.5%

CHINA

'SUPER APPS' FULLY ENCIRCLE AUDIENCES

Digital platforms prioritize eCommerce business model





GLOBAL

CUSTOMER JOURNEYS ACROSS CHANNELS

Advertising as predominant business model

E-COMMERCE LANDSCAPE

Almost a billion consumers (994 million) purchased goods via the internet in 2021, up 6.6% over the previous year. This amounted to a staggering 1.49 trillion, which marked an 11% (+145 billion) increase over 2020.

Average annual revenue per consumer goods e-commerce users averaged at USD1,494, showing year-on-year change of +3.9%.

Mobile purchases prevail in China, with 81.2% of e-commerce spend attributable to purchases made via mobile (+1.2% year-on-year).

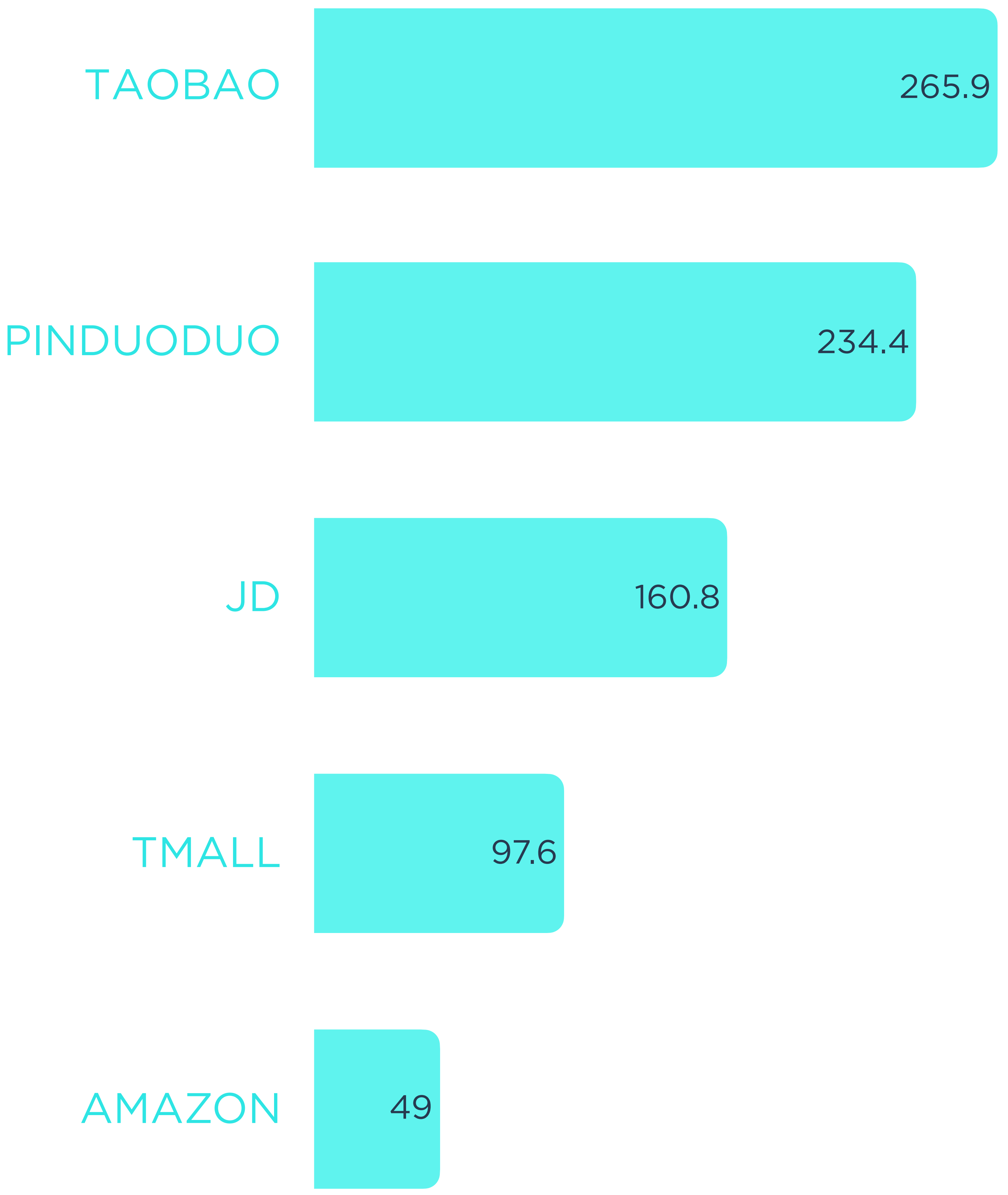
Electronics was the leader among all categories in 2021, bringing in 398 billion (up 3.3% over the year before). Fashion and food were the next highest at 297.5 billion and 234.8 billion respectively. Notable for the food category was a +39% increase over the previous year.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$398B	+3.3%
FASHION	$297B	+4.3%
FURNISHINGS	$104B	+1%
TOYS, HOBBIES	$190B	+11%
PERSONAL CARE	$105B	+9.6%
FOOD	$235B	+39%
BEVERAGES	$83B	+32%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)

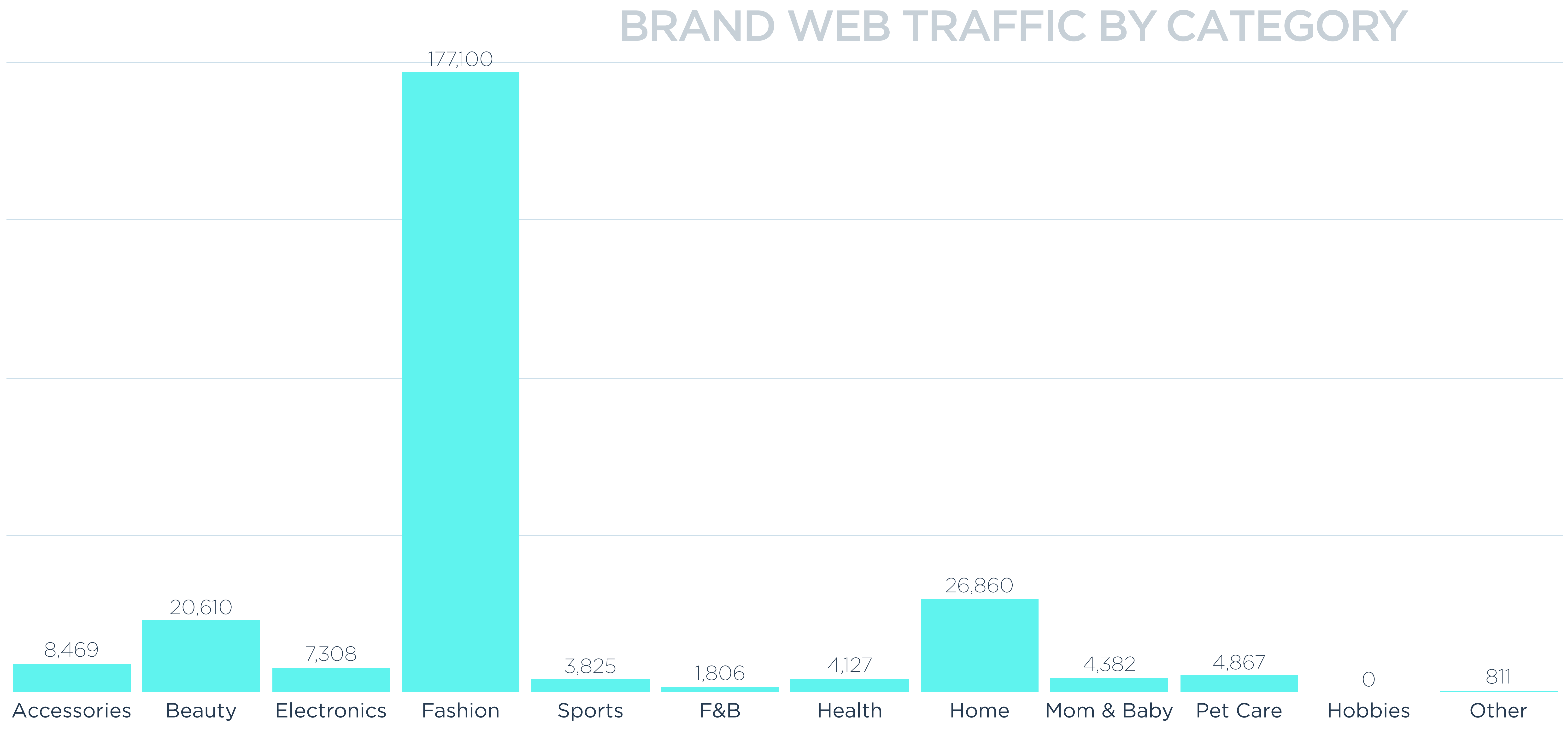


Source: Kepios 2022

CHINA

SNAPSHOT ON DTC BRANDS

Almost all ecommerce in China flows through domestic platforms. Many Websites are also not viewable in China, so 'direct' traffic is only a very small percent of the total market. In Asia, China has the largest number of domestic DTC players with 15 brands *(in Totem's listing).*



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Finisterre	83.77k	32.1%
2	Shein	32.71k	12.5%
3	Ruggable	17.76k	6.8%
4	Fashion Nova	13.76k	5.3%
5	Glossier	11.46k	4.4%
	Others	101.7k	38.9%
	TOTAL	**261.2k**	**100%**

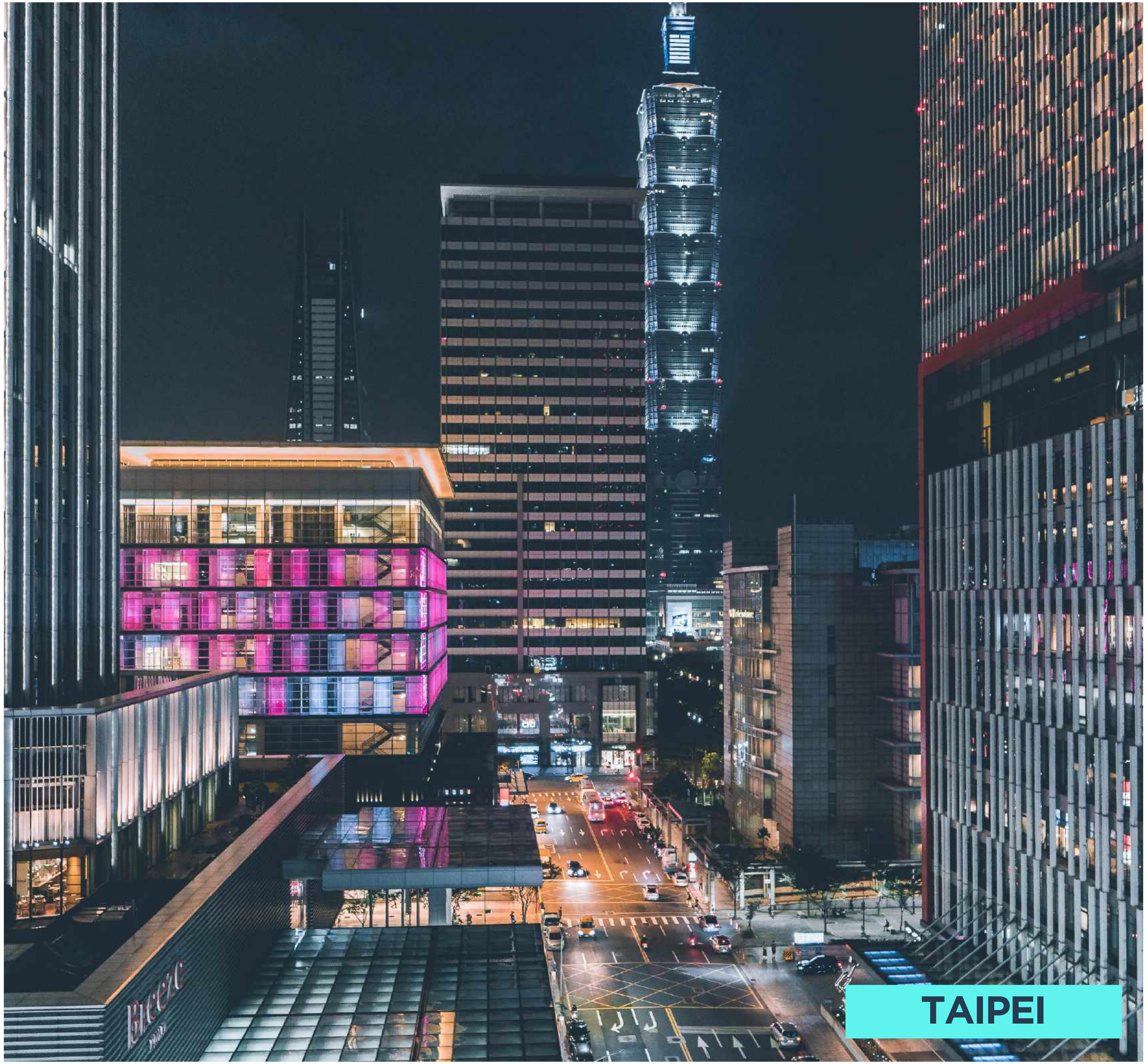
Top 5 DTC brands in China - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

TAIWAN

Taiwan ranks 22nd in the world's global economy rankings, and is home to 21.72 internet users (91% of the population).

This marks a slight increase of 1.3% over the previous year. Within that number of total internet users, 95.8 access the internet via mobile phones.

The amount of time spend using the internet each day is largely the same as previous years at 8 hours 7 minutes (-0.2% over 2020).



TAIWAN

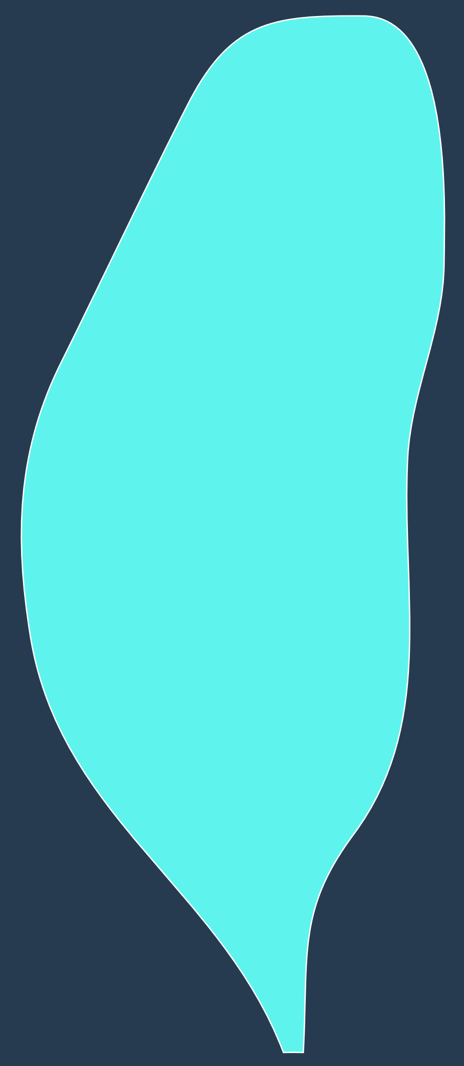
23.4 MILLION

Population

91%

ARE INTERNET USERS

95.8% access Web by Mobile



#22 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

With 21.35 million of the total population using social media, the percentage is rising– an additional 8.4% of the population are using social media. Social media users make up 89.4% of the total population, and almost all (98.3%) of internet users also use social media.

Average daily time spent using social is just over 2 hours, up 8 minutes over the previous year. They use an average of 6.5 social platforms each month.

There's a slightly higher proportion of female social media users (51.1% vs 48.9%).

LINE and Facebook are clear front-runners among Taiwan's social media players. Instagram lags a little behind in the 3rd place slot, but the rest of the pack are still quite far behind.

SOCIAL MEDIA USAGE Netizens (16-64yrs) Using Platform Per Month	WEB TRAFFIC REFERRALS Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
90.8%	72.4%	-9%
70.6%	2.5%	+64%
30.9%	5.5%	-19%
13.4%	8.3%	+7%
8.7%	9.9%	+175%
35.2%		
95.7%		
68.5%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

Taiwan’s e-commerce market saw comparably modest growth in 2020 at 16.2% to reach about $8.6 billion, according to Ministry of Economic Affairs data.

Taiwan’s e-commerce growth was consistent with the double-digit expansion of recent years.

This was steady growth, but not as strong as elsewhere in Asia where there has been a larger shift from offline to online.

Online shopping is huge in Taiwan, and there’s very little you can’t buy from online stores. Many Taiwanese online shops also deliver internationally, and if a shop doesn’t deliver to your country, you can use a shopping forwarder service to make deliveries outside of Taiwan.

B2C RETAIL CATEGORIES

Consumer E-commerce Category Spend (USD)

ELECTRONICS
$752M

FASHION
$594M

FURNISHINGS
$268M

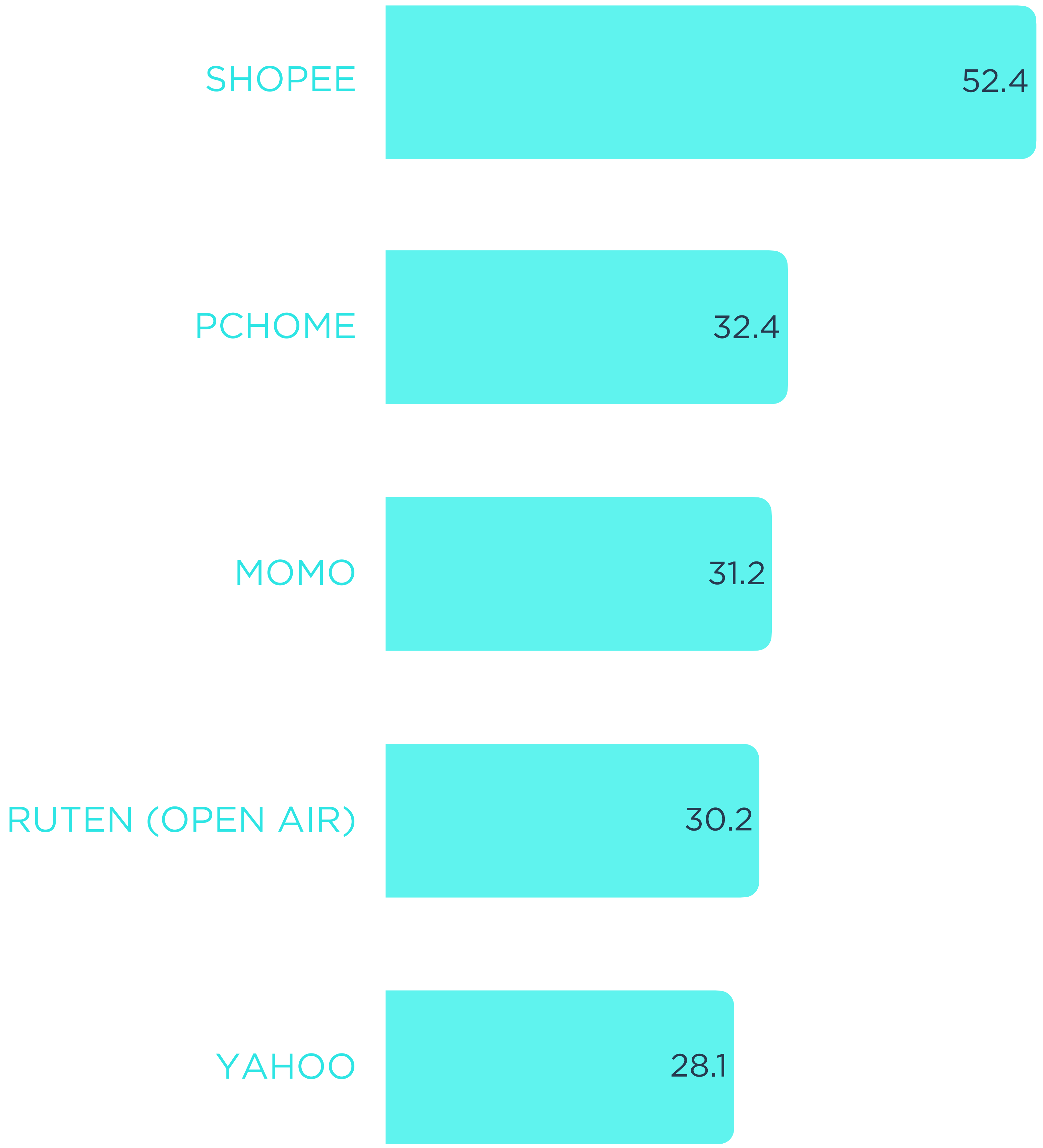
TOYS, HOBBIES
$261M

PERSONAL CARE
$523M

FOOD & BEVERAGES
$532M

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)

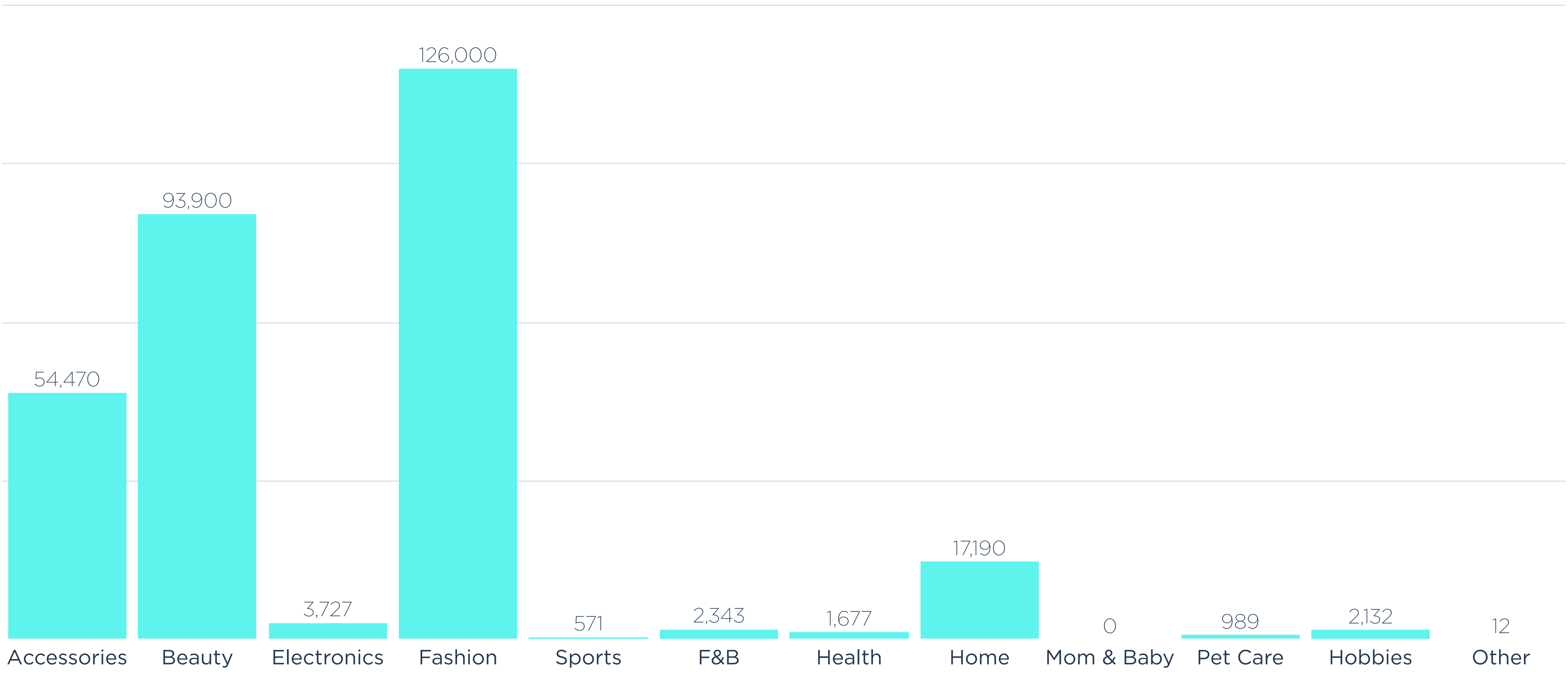


TAIWAN

SNAPSHOT ON DTC BRANDS

'Direct' traffic in Taiwan is growing, together with increasing interesting for cross border shopping. There are two brands from Taiwan on Totem's Top 200 global DTC brands.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Casetify	53.26k	17.6%
2	Cafe du Cycliste	44.16k	14.6%
3	Bffect	39.16k	12.9%
4	Aesop	38.86k	12.8%
5	Gymshark	32.1k	10.6%
	Others	95.52k	31.5%
	TOTAL	**303.1k**	**100%**

Top 5 DTC brands in Taiwan - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

PHILIPPINES

With its population of 111.8 million, The Philippines has a total internet using population of 76 million, making up just 68% of the population in 2021. This is up 2.8% over 2020.

Average daily time spent online is relatively high, clocking in at 10 hours 27 minutes (which is actually 29 minutes lower than the year before).

Mobile connections number 156.5 million (+4.6% year-on-year), and the percentage of users accessing the internet via mobile phone is 97.2%.

PHILIPPINES

111.6 MILLION

Population

65%

ARE INTERNET USERS

97.2% access Web by Mobile

#37 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

With 92 million social media users (82.4% of the total population), The Philippines saw an increase of +3.4% in 2021.

On average social media users spend 4 hours and 6 minutes using social media, which is a little bit less than 2020 (-3.5% year-on-year). They use an average of 8.5 social platforms each month.

Social media users vs the population aged 13+ is 110.2%. The gender balance tips on the side of women compared to men (53.6% vs 46.4% respectively).

Facebook (96.2%) and Facebook Messenger (94.4%) lead the pack of most-used social media platforms by some distance, with the next closest being Instagram at 75.7%. TikTok and Twitter complete the top 5 at 67.9% and 59.2% respectively.

SOCIAL MEDIA USAGE / WEB TRAFFIC REFERRALS

SOCIAL MEDIA USAGE: Netizens (16-64yrs) Using Platform Per Month	WEB TRAFFIC REFERRALS: Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
96.2%	85.4%	+1%
75.7%	0.1%	+133%
59.2%	3.0%	-15%
44.6%	2.4%	-53%
6.9%	6.8%	+33%
67.9%		
94.4%		
36.7%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

In 2021, 43.31 million people in The Philippines purchased goods online, which marked an 11.4% increase over 2020. This included a 25.8% increase in total annual spend on consumer goods, reaching a total of $16.79 billion.

Average annual revenue per consumer goods e-commerce users averaged at USD388, showing year-on-year change of +13%.

Purchases made via mobile phone were somewhat lower than other Asian counterparts, at 31.8% (up 2.7% over the previous year).

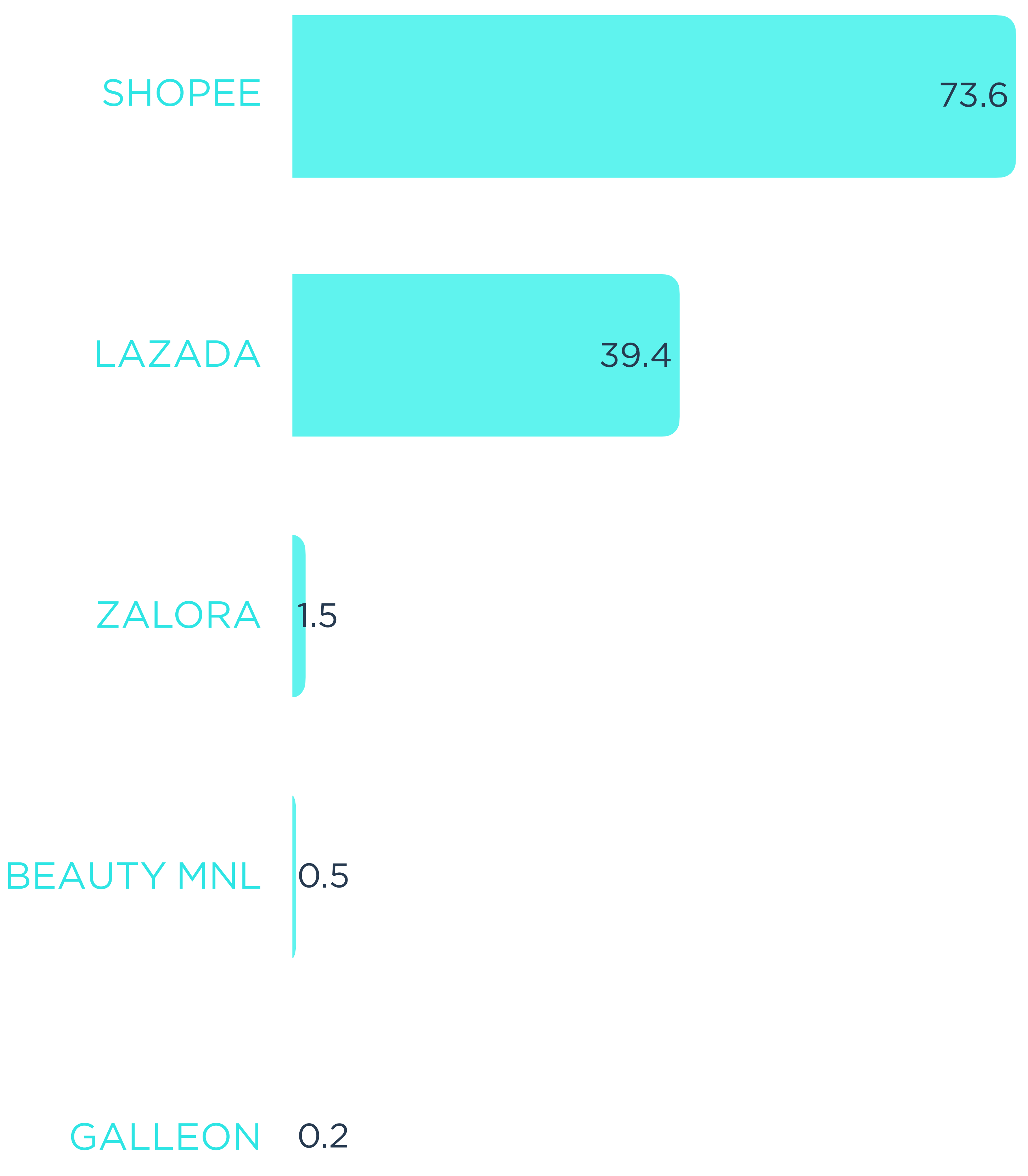
Electronics takes a significant lead over other e-commerce consumer goods categories in The Philippines at 7.13 billion, up 21.6% year-on-year. Furnishings and Personal Care are next highest at 2.68 billion and 2.56 billion respectively.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$7.13B	+22%
FASHION	$1.64B	+28%
FURNISHINGS	$2.68B	+23%
TOYS, HOBBIES	$877M	+30%
PERSONAL CARE	$2.56B	+26%
FOOD	$1.04B	+66%
BEVERAGES	$469M	+81%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



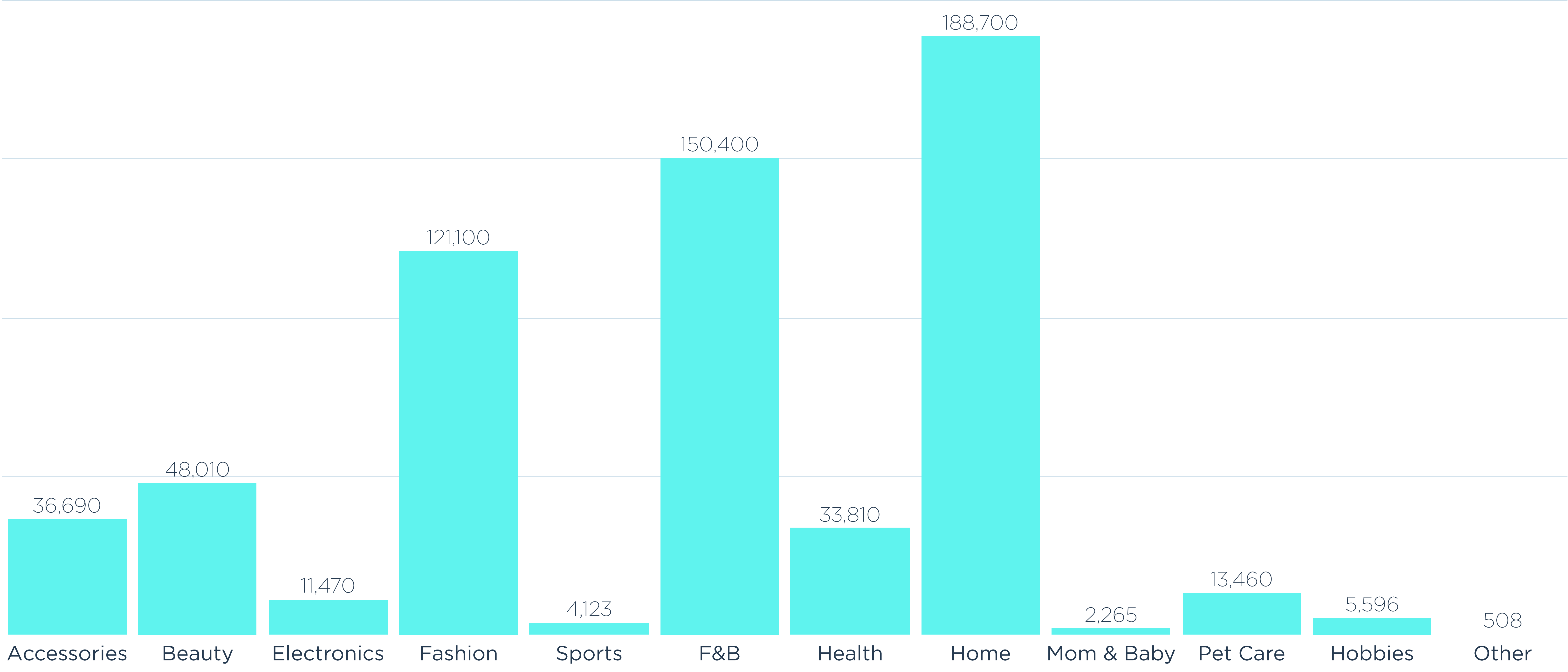
Source: Kepios 2022

PHILIPPINES

SNAPSHOT ON DTC BRANDS

The Philippines is very closely aligned with the US both in terms of the favored digital channels and trending brands. There is one brand from Philippines on Totem's Top 200 global DTC brands.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5

DTC BRANDS

	Brand	Traffic	Traffic Share
1	Brooklinen	110k	17.9%
2	Freshly	76.66k	12.4%
3	Gousto	53.18k	8.6%
4	Our Place	33.06k	5.4%
5	Hodinkee	22.25k	3.6%
	Others	321k	52.1%
	TOTAL	**616.1k**	**100%**

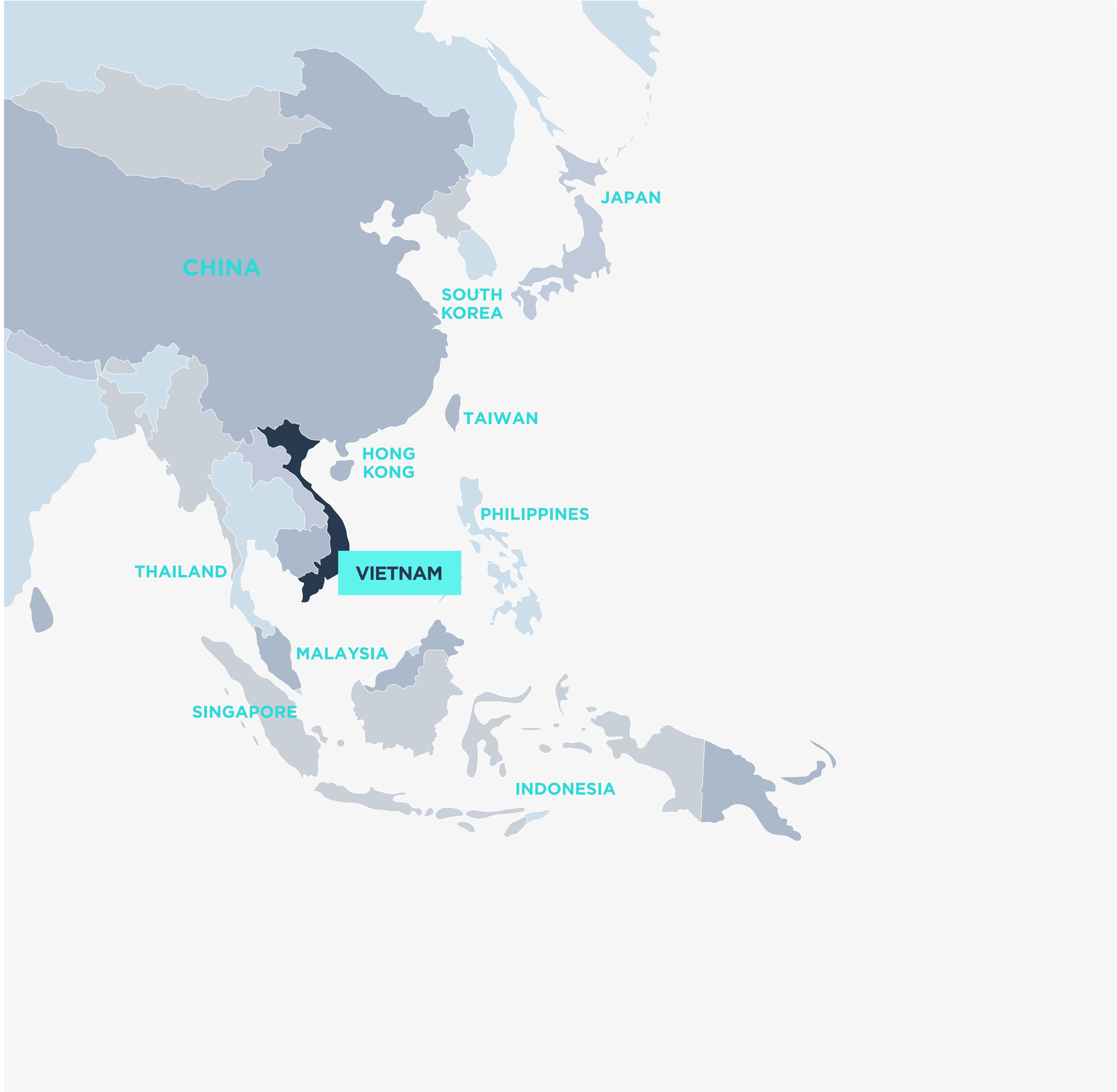
Top 5 DTC brands in Philippines - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

VIETNAM

Vietnam's population of 98.6 million isn't quite as internet connected as some of its Asian counterparts, with 73.2% (72.1 million) of the country online. This is up 4.9% from the year before.

Mobile connections remain about the same at 156 million (-0.3% year-on-year), and 95.8% of people accessing the internet are doing so via their mobile phones. On average people in Vietnam spend 6 hours and 38 minutes a day on the internet.

Social media users are on the rise, making up 78.1% of the total population (up 6.9% vs 2020).



VIETNAM

98.5 MILLION

Population

69%

ARE INTERNET USERS

95.8% access Web by Mobile

#41 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

76.95 million people in Vietnam are social media users (78.1% of the total population), which is an increase of 5 million over 2020.

They are spending a bit more time using social media each day compared to the year before (up by 7 minutes), and are spending that time using an average of 7.4 social platforms each month.

Social media users vs the population aged 13+ is 97.8%, and the gender balance of users skews towards women at 51.4% vs 48.6% respectively.

While Facebook takes the lead (at 93.8%) as the most used social media platform among internet users aged 16 - 64, homegrown internet messaging app Zalo is massively popular (91.3%) in Vietnam – one of the country's most successful tech startups. It's widely used by locals as well as people outside the country communicating with relatives and friends at home.

SOCIAL MEDIA USAGE

WEB TRAFFIC REFERRALS

	SOCIAL MEDIA USAGE: Netizens (16-64yrs) Using Platform Per Month	WEB TRAFFIC REFERRALS: Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
	93.8%	69.8%	+3.2%
	59.7%	3.16%	+1217%
	34.4%	3.72%	-16%
	25.8%	7.45%	-39%
	16.6%	13.01%	+11%
	75.6%		
Zalo	91.3%		
	82.2%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

The number of people in Vietnam making purchases of consumer goods via the internet increased by 13.5% in 2021 to reach 51.78 million.

This amounted to a total annual online spend of $12.42 billion, up a notable 35.4% over the year before.

Average annual revenue per consumer goods e-commerce users averaged at USD240, showing year-on-year change of 19.2%.

Purchases made via mobile made up almost almost exactly have of e-commerce spend at 50.2% (up 2.6% over the previous year).

While not a dedicated ecommerce platform, Zalo will be an important channel to watch - for similar reasons as the other messenger apps (LINE, WeChat, KaKao), as they bundle ecommerce and social.

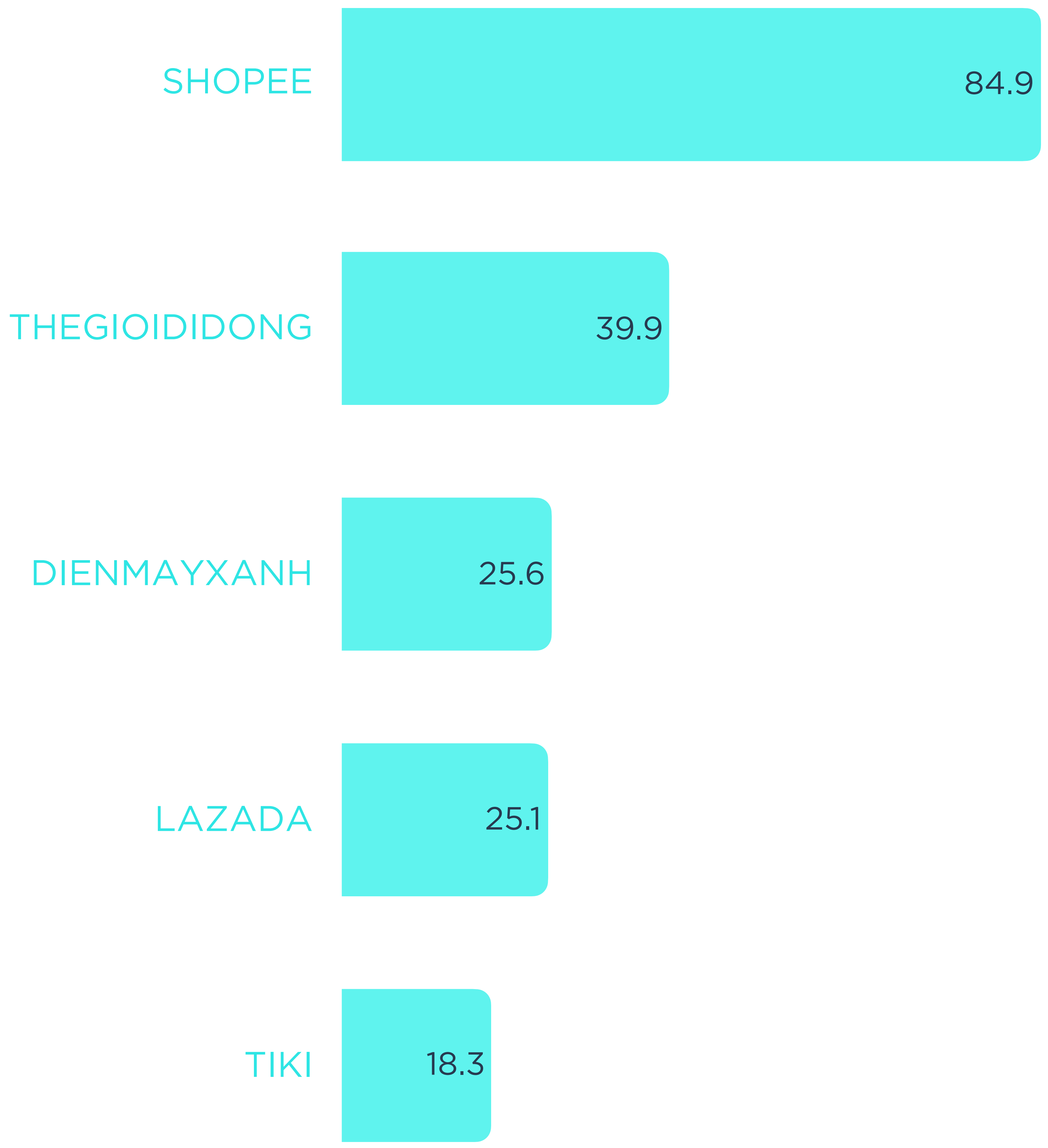
The electronics category takes the lead among retail category spend at 4.8 billion, ahead of fashion at 2.12 billion and furniture at 1.65 billion. Food saw a major increase of 86% to reach 803 million.

B2C RETAIL CATEGORIES

	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$4.8B	+30%
FASHION	$2.12B	+39%
FURNISHINGS	$1.65B	+29%
TOYS, HOBBIES	$1.34B	+44%
PERSONAL CARE	$1.14B	+30%
FOOD	$803.5M	+86%
BEVERAGES	$317.3M	+51%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



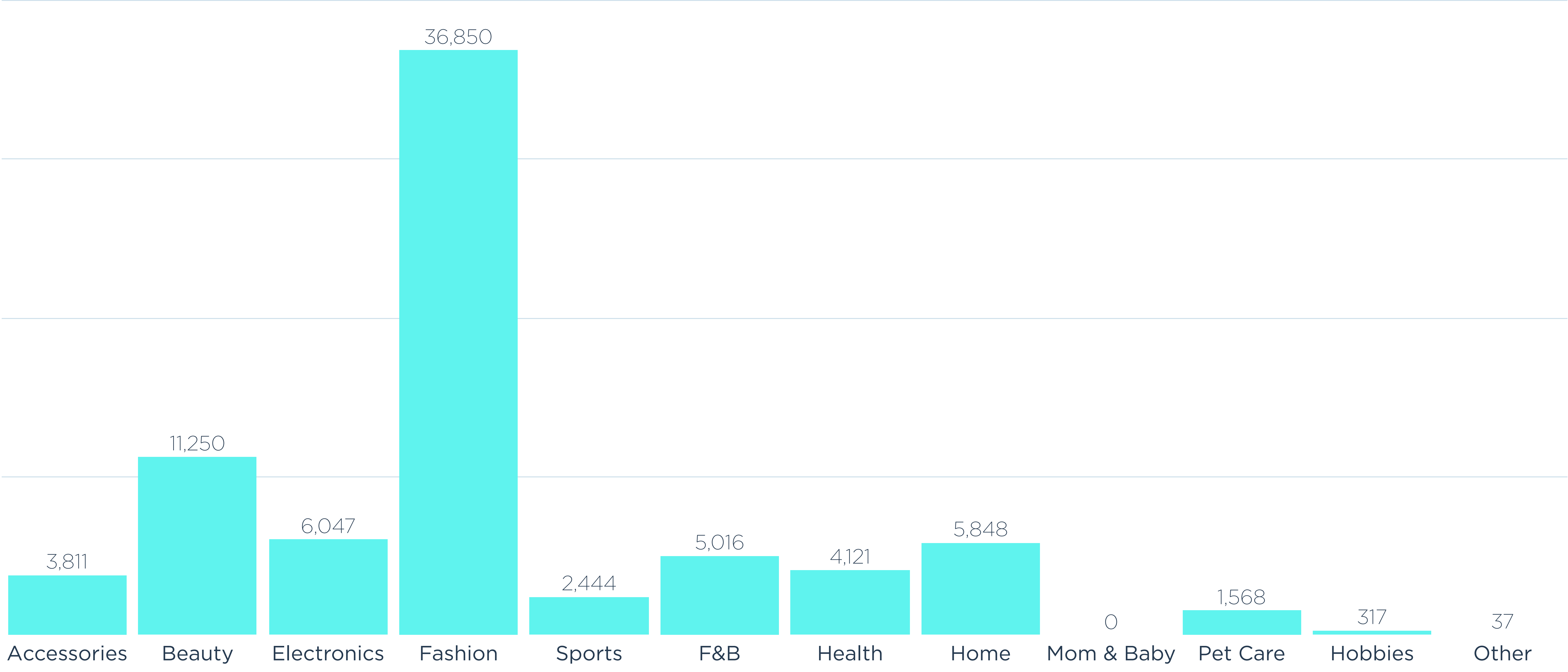
Source: Kepios 2022

VIETNAM

SNAPSHOT ON DTC BRANDS

The traffic volume for global DTC brands in Vietnam is still very small. Similar to the rest of Asia, most ecommerce volume flows through platforms.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Ritani	12.55k	16.2%
2	Gymshark	8.557k	11.1%
3	Colour Pop	3.943k	5.1%
4	Casetify	3.811k	4.9%
5	Shein	3.14k	4.1%
	Others	45.3k	58.6%
	TOTAL	**77.3k**	**100%**

Top 5 DTC brands in Vietnam - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

THAILAND

Thailand's internet-using population of 54.50 million did not see a significant increase in 2021. The number marks internet users as 77.8% of the total population, which only grew by around 100,000 people during the year.

They are spending a little bit more time online, however, with a daily time spent using the internet by each user of 9 hours 6 minutes – a 22 minute increase over the year before.

Mobile usage is prevalent, with 96.2% of users accessing the internet via mobile phones.

THAILAND

66.7 MILLION

Population

55%

ARE INTERNET USERS

96.2% access Web by Mobile

#26 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Thailand was home to 56.85 social media users in 2021, which amounts to 81.2% of the total population. This marks an additional 1.9 million increase vs the year before (+3.4% year-on-year).

They spend an average of just under 3 hours per day using social media, which is up 6.5% over the previous year. The average number of social media users in Thailand each month is 7.6.

Social media users vs the population aged 13+ is 94.1%, and the gender balance favours women at 51.9% vs 48.1%.

Facebook and Line are the front-runners in a very tight race among the most-used social media platforms, at 93.3% and 92.8% respectively. Facebook Messenger also takes the number 3 slot, scoring 84.7%.

SOCIAL MEDIA USAGE | WEB TRAFFIC REFERRALS

Netizens (16-64yrs) Using Platform Per Month		Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
93.3%		61.2%	+1%
68.7%		1.00%	+285%
53.1%		12.71%	-45%
34.0%		12.3%	+184%
9.2%		7.98%	+13%
79.6%			
92.8%	LINE		
84.7%			

Source: Kepios 2022

E-COMMERCE LANDSCAPE

36.60 million people in Thailand purchased consumer goods on the internet in 2021, marking an increase of 8.7% over the year before.

The total annual spend on online consumer goods saw an even larger spike, up 77.5% to reach 18.97 billion.

Average annual revenue per consumer goods e-commerce users averaged at USD518, showing year-on-year change of 63.3%.

Purchases made via mobile made up 65.1%, up 2.7% over the previous year.

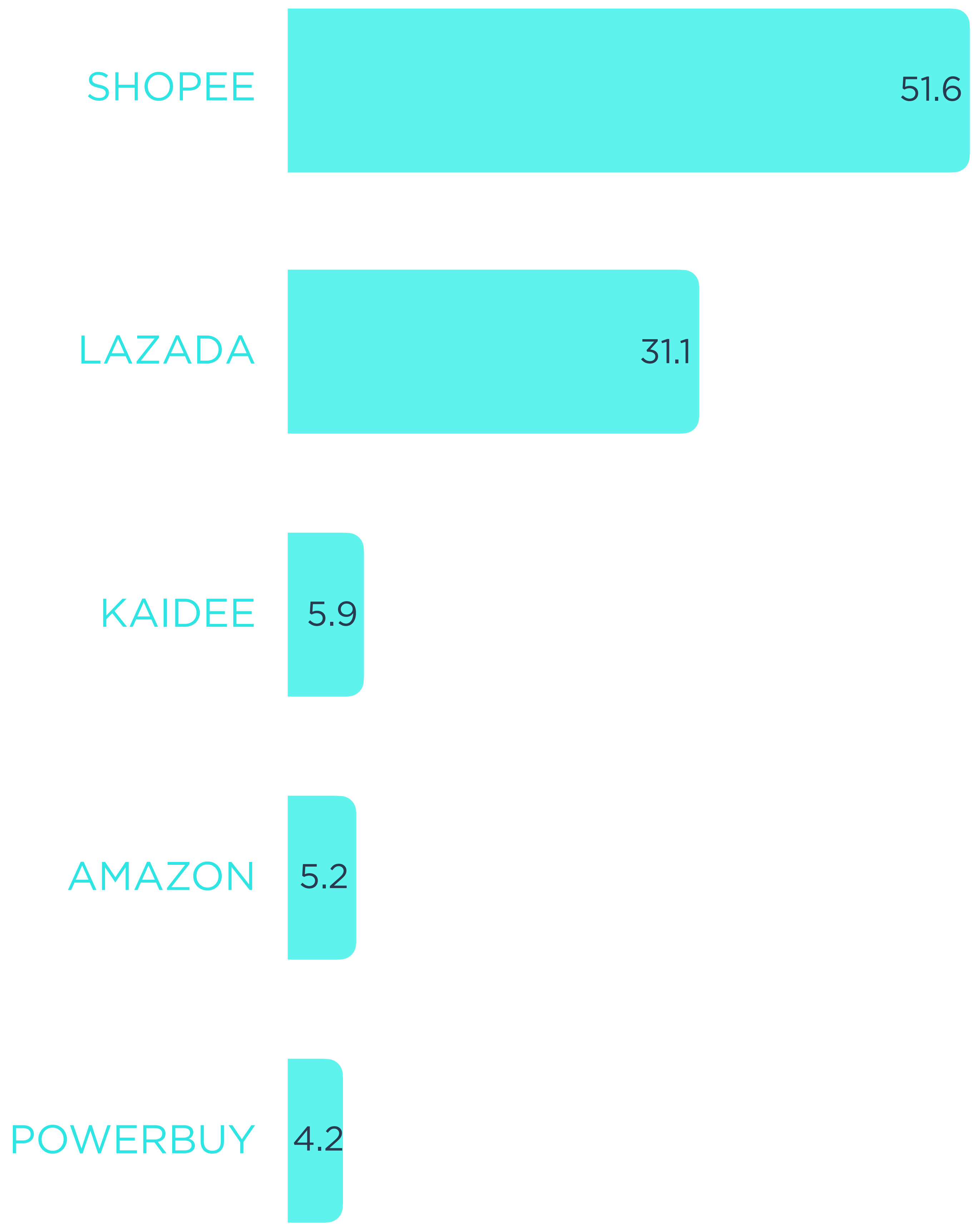
Electronics substantially leads other e-commerce consumer categories at 6.34 billion, which was an increase of 40% in 2021. The personal care category enjoyed 90% growth to reach the second highest total at 3.98 billion. Beverages also saw a major increase of 159% to reach 3.87 billion.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$6.34B	+40%
FASHION	$1.50B	+86%
FURNISHINGS	$474.6M	+54%
TOYS, HOBBIES	$1.40B	+99%
PERSONAL CARE	$3.98B	+90%
FOOD	$1.27B	+100%
BEVERAGES	$3.87B	+159%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



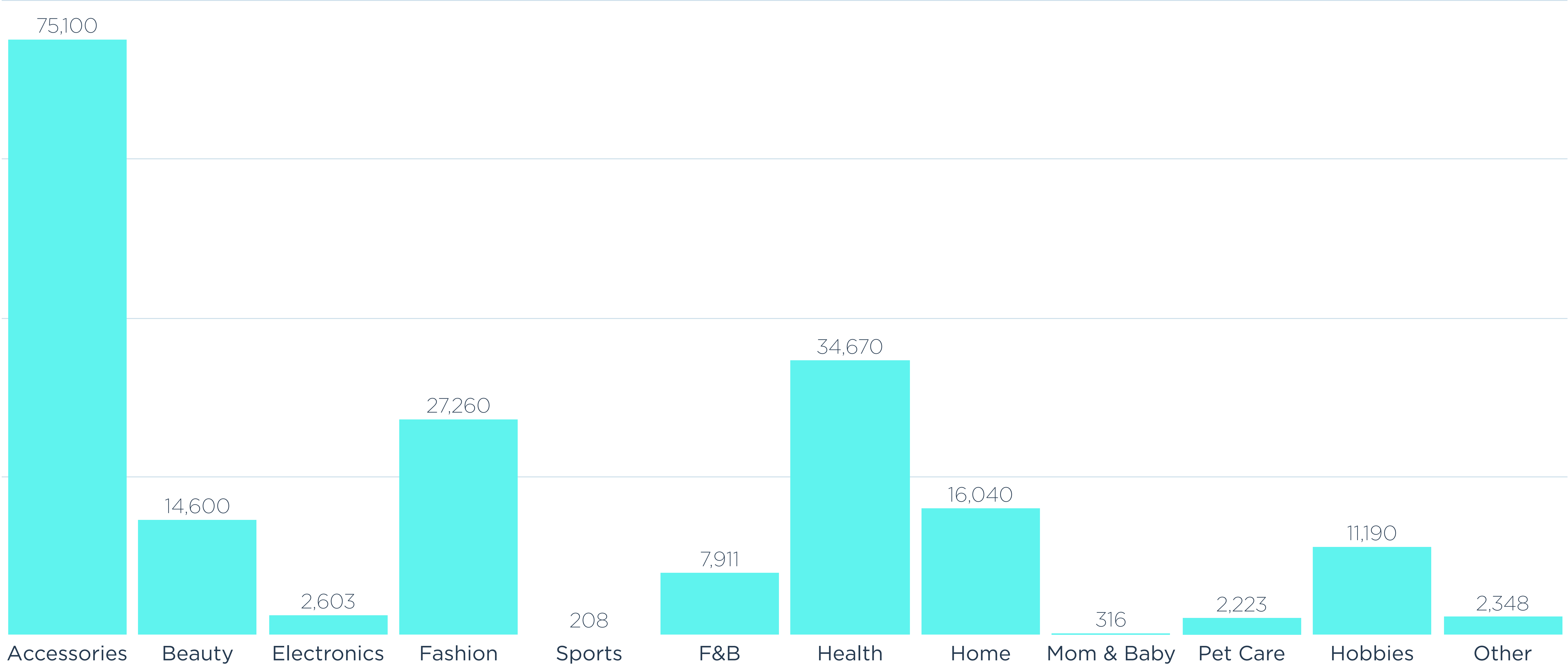
Source: Kepios 2022

THAILAND

SNAPSHOT ON DTC BRANDS

Like many of its S.E. Asian neighbors, Thailand is a large, increasingly affluent market. Global brands looking to 'seed' initial traction into markets like Thailand should be providing improved 'local' language and shopping functions through Websites.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Casetify	72.13k	37.1%
2	Food52	14.02k	7.2%
3	Superplastic	11.19k	5.8%
4	Gentle Herd	11.18k	5.8%
5	Goli Gummy	10.11k	5.2%
	Others	75.82k	39.0%
	TOTAL	**194.5k**	**100%**

Top 5 DTC brands in Thailand - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

MALAYSIA

With a total population of 32.98 million people, the number of Malaysians using the internet is gradually increasing with 89.6% online (up 1.3% year-on-year).

Of that population 30.25 million are active social media users, representing 91.7% of the total population (an 8% increase over the previous year).

They're spending an average of 9 hours and 10 minutes online – slightly less than the year before(-1.3%), and 96.4% are going online via their mobile phones.

MALAYSIA

32.7 MILLION

Population

77%

ARE INTERNET USERS

96.4% access Web by Mobile

#39 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Malaysia is home to 30.25 million social media users (91.7% of the total population), with 2.3 million more people (+8%) than the year before.

They spend an average of 3 hours using social media, showing no significant increase in time spend over previous years. They use an average of 8.2 social platforms a month, and 102.4% of social users are internet users.

Social media users vs the population aged 13+ is 114.9%. The gender balance leans slightly towards men (51.4% vs 48.6%).

Whatsapp and Facebook lead the pack as the most-used social media platforms (93.2% and 88.7% respectively), while Instagram follows not far behind at 79.3%. This is despite seeing significant growth over the previous year (+112%)

SOCIAL MEDIA USAGE | WEB TRAFFIC REFERRALS

Netizens (16-64yrs) Using Platform Per Month	Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
88.7%	87.4%	+9%
79.3%	3.99%	+112%
49.6%	2.83%	-37%
33.0%	2.33%	-73%
3.5%	2.51%	-35%
53.8%		
93.2%		
66.3%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

Malaysia is the 35th largest market for e-commerce with a revenue of USD6 billion in 2021, placing it ahead of Israel and behind Denmark.

14.43 million people in Malaysia made purchases of consumer goods via the internet in 2021, up 10.2% over the year before. They also recorded a fairly hefty increase of 40.4% in total annual spend on online consumer goods, reaching a total of $8.17 billion.

Average annual revenue per consumer goods e-commerce users averaged at USD566, showing year-on-year change of +27.4%.

Purchases made via mobile made up just over half of e-commerce spend, at 55.9% (up 1.7% over the previous year).

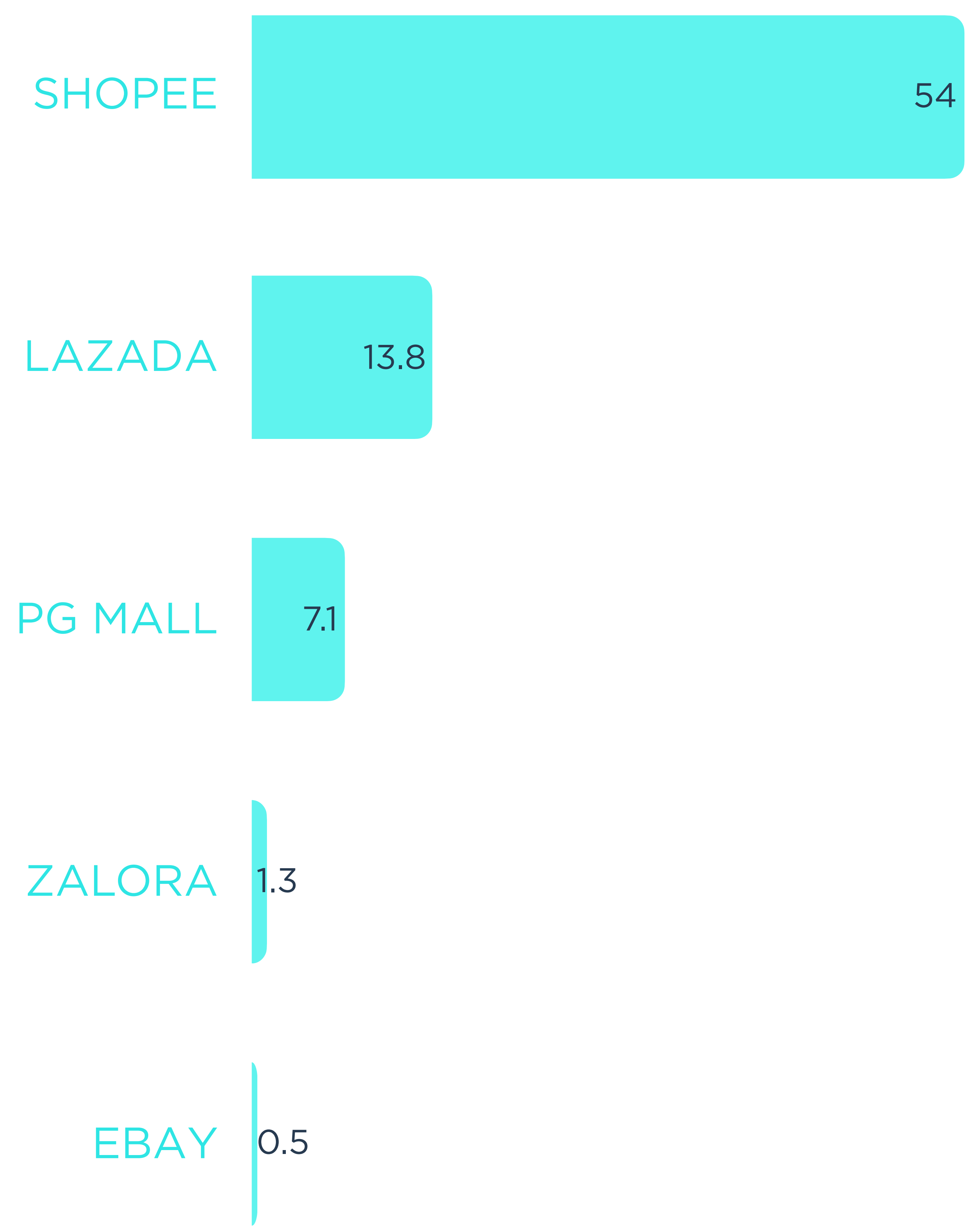
Electronics is the largest segment in Malaysia with consumer spend at 2.73 billion, ahead of fashion at 2.54 billion. Food and beverages account for the lowest spend at 151.7 million and 42.79 million respectively.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$2.73B	+37%
FASHION	$2.54B	+50%
FURNISHINGS	$741M	+33%
TOYS, HOBBIES	$620.9M	+50%
PERSONAL CARE	$970.9M	+33%
FOOD	$151.7M	+78%
BEVERAGES	$42.79M	+68%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



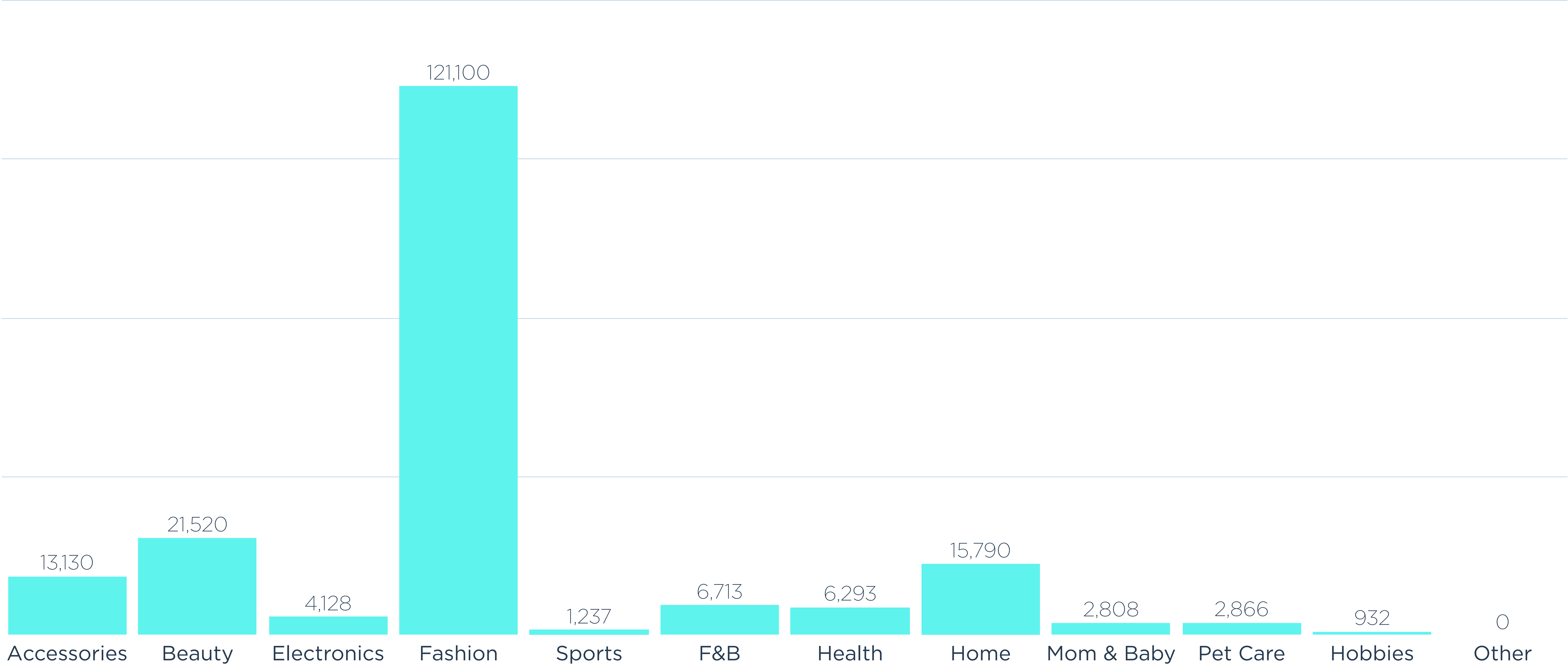
Source: Kepios 2022

MALAYSIA

SNAPSHOT ON DTC BRANDS

Malaysia should stand out as a higher priority target for global DTC brands. In addition to being affluent, it is also English-friendly, making adaptation much easier than many other markets in the region. There are two brands from Malaysia on Totem's Top 200 global DTC brands.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Love Bonito	58.87k	30.0%
2	Hodinkee	34.34k	17.5%
3	Casetify	10.95k	5.6%
4	Colour Pop	7.93k	4.0%
5	Food52	7.125k	3.6%
	Others	77.31k	39.3%
	TOTAL	**196.5k**	**100%**

Top 5 DTC brands in Malaysia - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

SINGAPORE

Singapore's total population of 5.92 million is 100% urbanized, and largely internet-using at 92% of the population. This marks a marginal increase of 0.8% over the year before.

They spent an average of 7 hours 29 minutes using the internet each day in 2021, which is 38 minutes less than 2020.

Mobile connections reached 8.7 million (+2.4% year-on-year), and the percentage of people accessing the internet via their mobile phone is 90.9%.

SINGAPORE

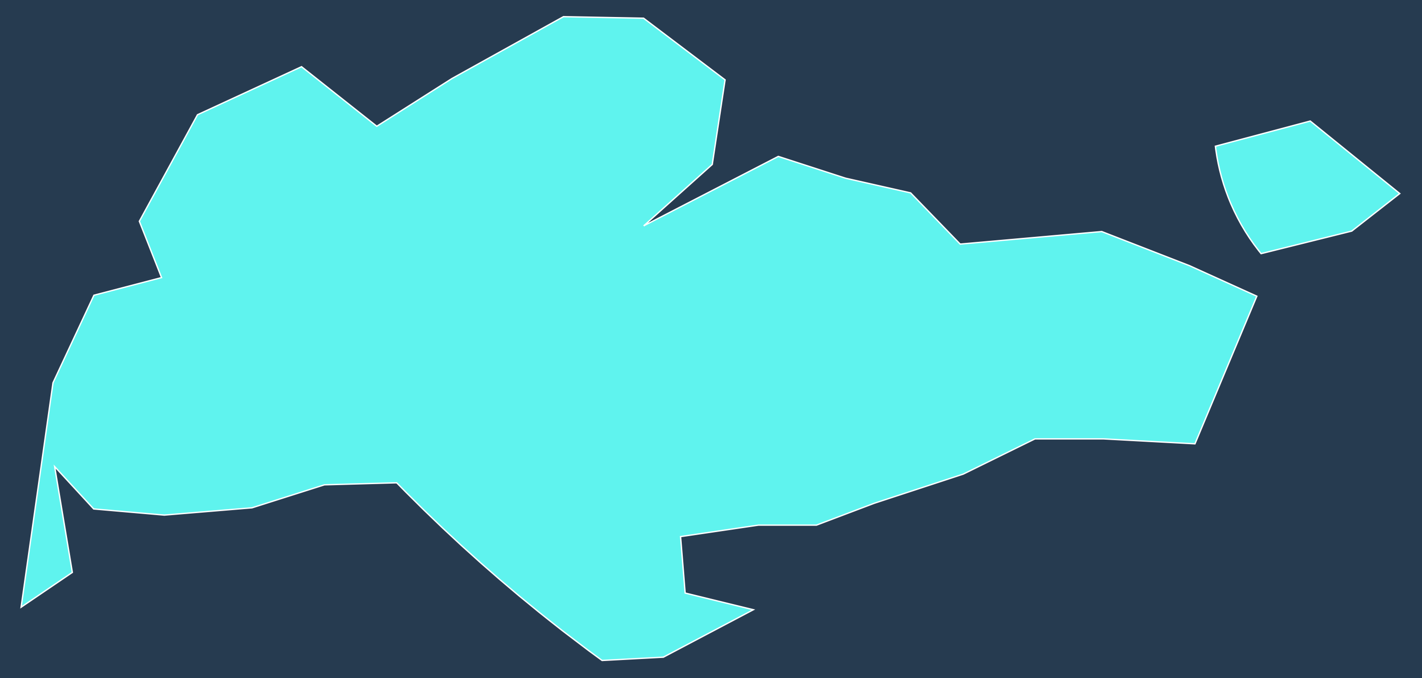
5.4 MILLION

Population

89%

ARE INTERNET USERS

90.9% access
Web by Mobile



#38 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Singapore recorded 5.30 million social media users in 2021, an increase of 6.9% over the year before. This makes social user add up to 89.5% of the total population.

They spend 2 hours 31 minutes using social media each day, which amounts to a 10.2% increase year-on-year. On average people in Singapore use 7.5 social platforms a month, and 97.3% of internet users are social media users.

Social media users vs the population aged 31+ is 100.3%. The gender balance is split precisely down the middle at 50/50 female to male.

Whatsapp is Singapore's leading social platform at 83.7%. Facebook takes second at 79.4% and Instagram third at 66.3%. Telegram makes a decent showing (49.2%) while LINE lingers near the bottom at just 21.4%.

SOCIAL MEDIA USAGE

WEB TRAFFIC REFERRALS

Netizens (16-64yrs) Using Platform Per Month	Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
79.4%	61.4%	+18%
66.3%	6.3%	+39%
33.6%	12.5%	-19%
21.3%	6.6%	-63%
5.3%	5.9%	-6%
44.3%		
83.7%		
49.2%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

There were 3.3 million people making consumer purchases online in 2021, up 7.6% over 2020. This marked a 38% increase in total annual spend to hit 6.16 billion.

Average annual revenue per consumer goods e-commerce users averaged at USD1,869, showing year-on-year change of +28%.

Purchases made via mobile came in at 63% (up 3.6% over the previous year).

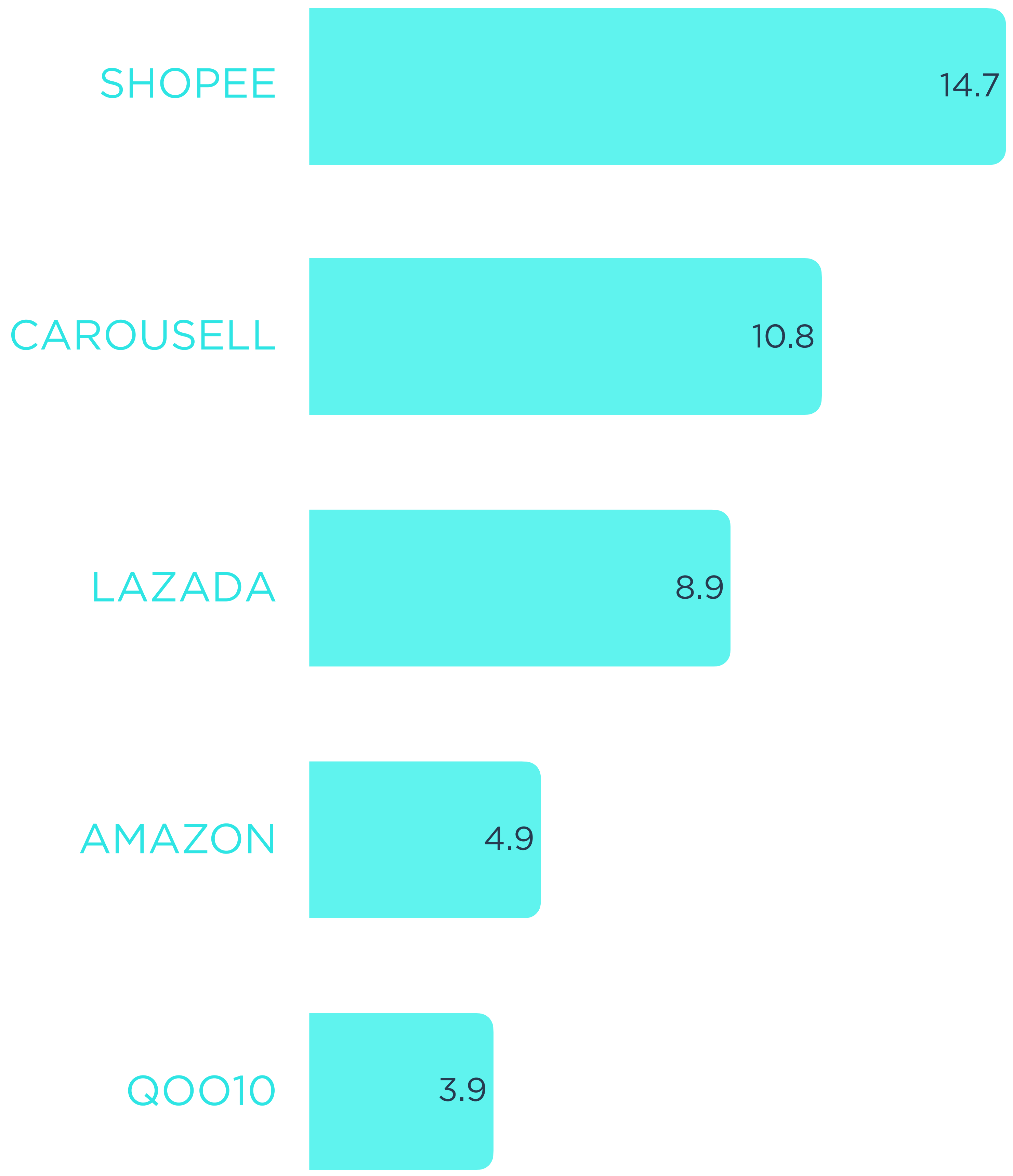
Electronics and fashion take the lead among categories for annual e-commerce spend, fairly close at 1.68 billion and 1.63 billion respectively. Although fashion did see higher growth at +47% year-on-year. No other categories surpassed the billion-dollar mark, with the next closest being furnishings at 892.7 million.

B2C RETAIL CATEGORIES

Category	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$1.68B	+34%
FASHION	$1.63B	+47%
FURNISHINGS	$893M	+33%
TOYS, HOBBIES	$459M	+42%
PERSONAL CARE	$637M	+23%
FOOD	$334M	+62%
BEVERAGES	$383M	+19%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



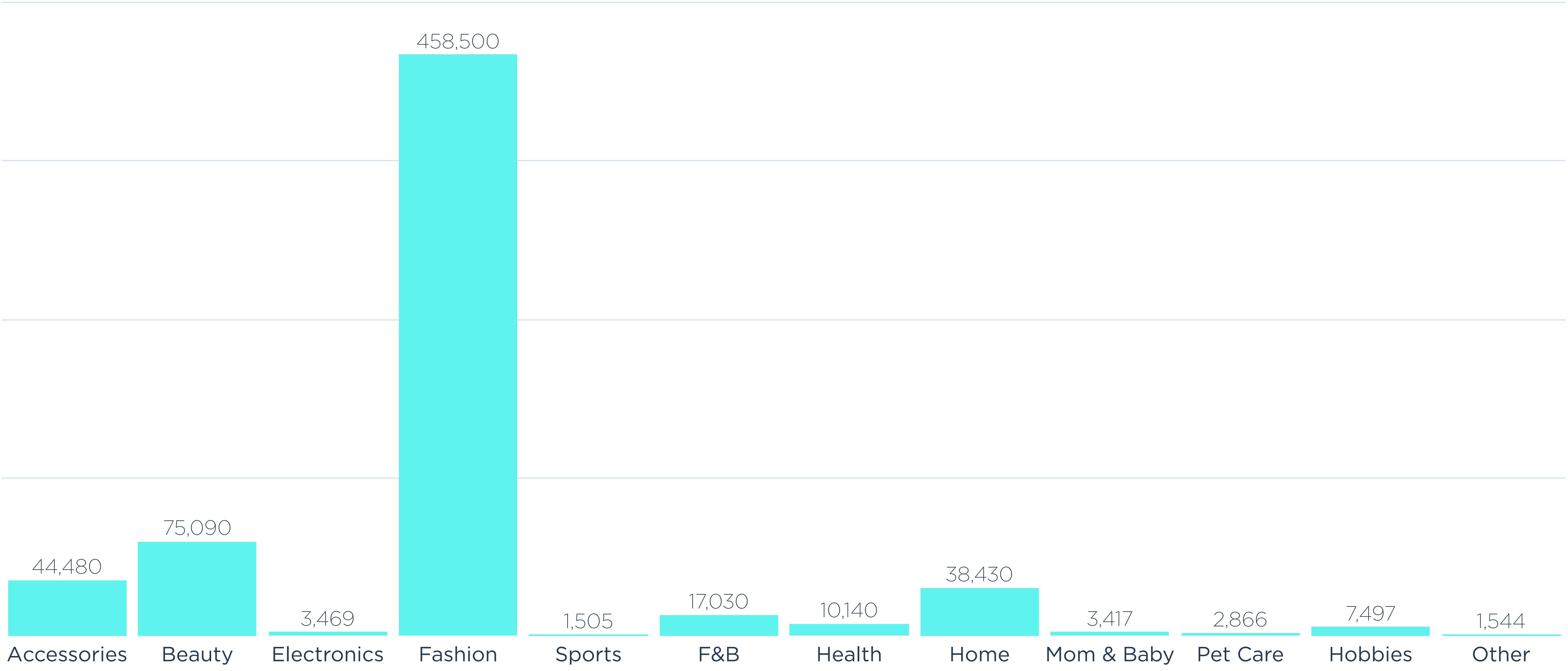
Source: Kepios 2022

SINGAPORE

SNAPSHOT ON DTC BRANDS

Despite being a market of only 5.4 million, Singapore has the second largest share of 'direct' traffic in the region, trailing Japan only. There are four brands from Singapore on Totem's Top 200 global DTC brands.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	Love Bonito	240.2k	36.2%
2	Casetify	36.47k	5.5%
3	Food52	20.42k	3.1%
4	Hodinkee	19.75k	3.0%
5	Proper Cloth	18.61k	2.8%
	Others	328.6k	49.5%
	TOTAL	**664.1k**	**100%**

Top 5 DTC brands in Singapore - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

INDONESIA

Indonesia's population of 204.7 million only saw slight growth in the number of internet users in 2021, with an increase of just 1%. This equates to 73.7% of the total population using the internet.

They are using the internet slightly less than before, with a daily average time spent online of 8 hours and 36 minutes (-3% year-on-year).

Mobile usage is prevalent with 370 million mobile connections (up 3.6% over 2020), and 94.1 % of people are accessing the internet via their mobile phones.

When it comes to social, 191.4 million are active social media users, making up 68.9% of the population.

INDONESIA

271.4 MILLION

Population

78%

ARE INTERNET USERS

94.1% access Web by Mobile

#16 RANKED

GLOBAL ECONOMY

SOCIAL MEDIA LANDSCAPE

Indonesia's 191.4 million social media users (68.9% of the total population) increased by 12.6% in 2021.

They are spending a little bit more time only, up 1.5% to an average daily time spent using social media of 3 hours and 17 minutes. People in Indonesia use an average of 8.5 social platforms a month.

Social media users vs the population aged 13+ is 114.9%, and shows an elevated proportion of male users (53.5% vs 46.5%).

Whatsapp is the dominant social platform in Indonesia, scoring 88.7% among internet users aged 16-64. Not far behind are Instagram and Facebook (84.8% and 81.3% respectively), with the next closest competitor being TikTok at 63.1%.

SOCIAL MEDIA USAGE Netizens (16-64yrs) Using Platform Per Month	WEB TRAFFIC REFERRALS Share of Web traffic arriving from social media sites	Year-over-year change (+/-)
81.3%	72.5%	+55%
84.8%	3.33%	-45%
58.3%	2.80%	-41%
36.7%	1.59%	-75%
23.1%	19.5%	+45%
63.1%		
88.7%		
62.8%		

Source: Kepios 2022

E-COMMERCE LANDSCAPE

Indonesia saw an increase of 21 million people (+14.9%) purchasing consumer goods via the internet in 2021, to reach a total of 158.6 million.

This accounted for a big boost in total annual spend on online goods, up 59.4% to reach 53.8 billion.

Average annual revenue per consumer goods e-commerce users averaged at USD339, showing year-on-year change of +38.7%.

Purchases made via mobile made up almost two thirds of e-commerce spend, at 63.8% (up 2.5% over the previous year).

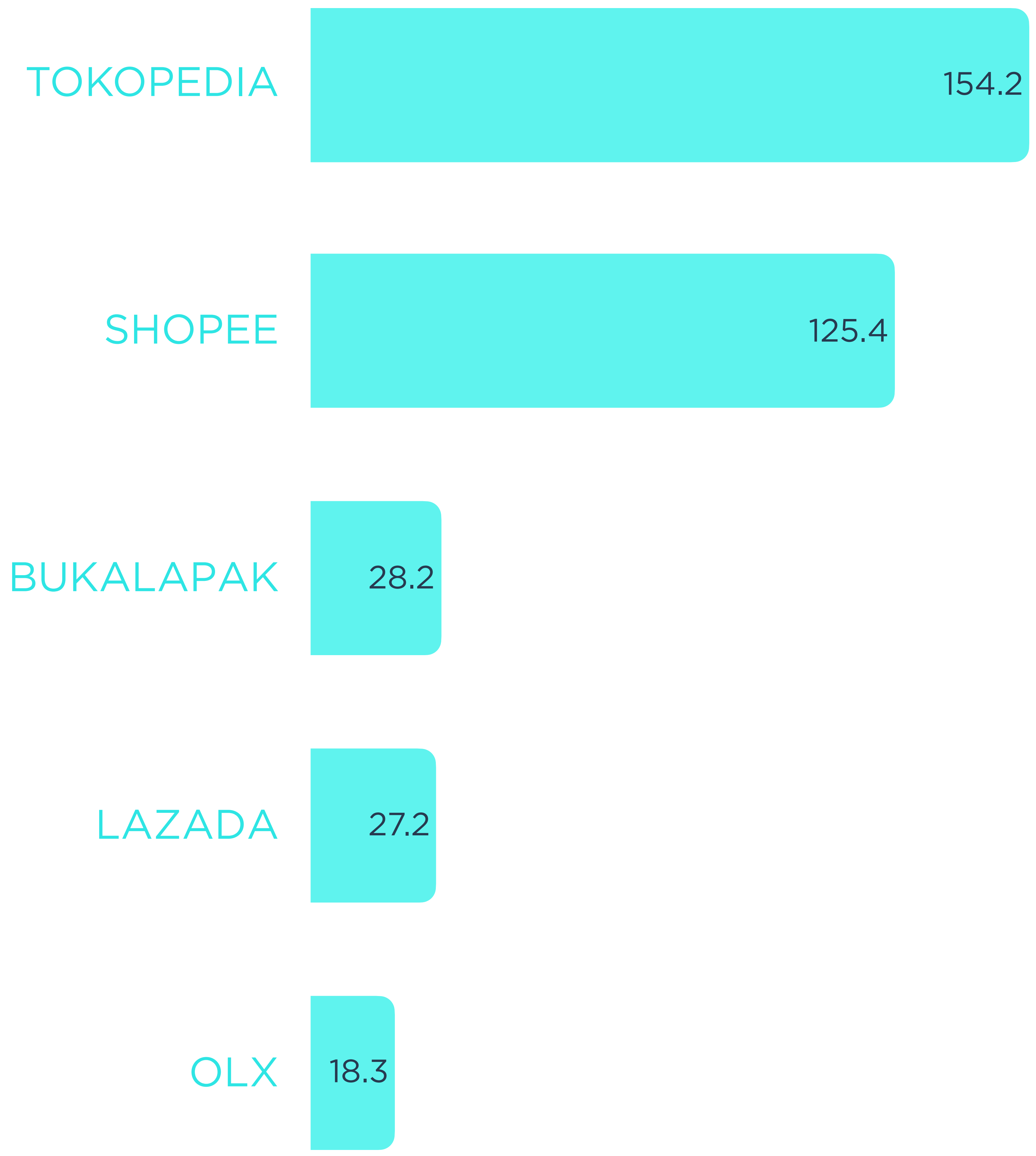
Electronics is by far the leading e-commerce retail category in consumer spend, at 14.4 billion (up 57% over the previous year). Furnishings and fashion are next largest at 9.28 billion and 8.98 billion respectively. Food saw a 118% increase over the year before, to reach 4.63 billion.

B2C RETAIL CATEGORIES

	Consumer E-commerce Category Spend (USD)	Year-over-year change (+/-)
ELECTRONICS	$14.44B	+57%
FASHION	$8.98B	+58%
FURNISHINGS	$9.28B	+52%
TOYS, HOBBIES	$7.45B	+69%
PERSONAL CARE	$6.21B	+49%
FOOD	$4.63B	+118%
BEVERAGES	$959.1M	+76%

TOP 5 E-COMMERCE SITES

Est. Number of Monthly Visitors (Millions)



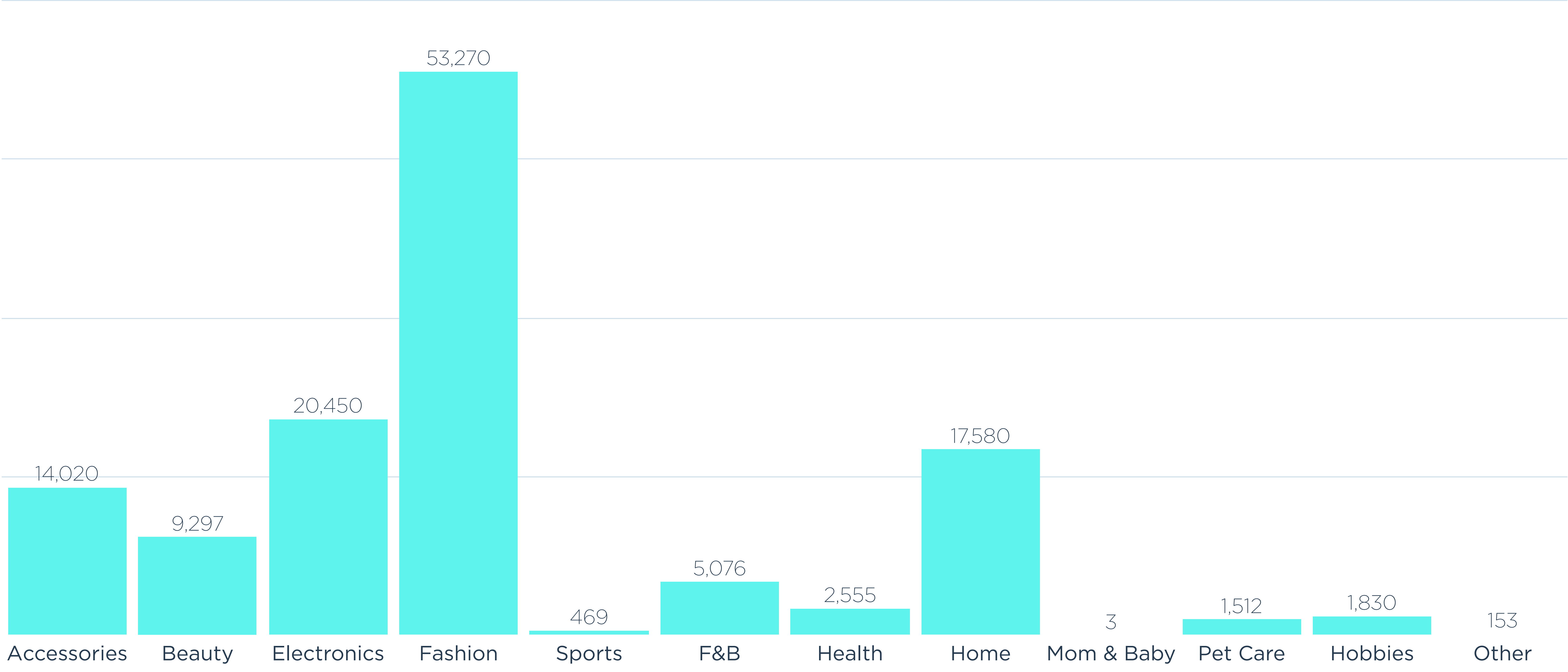
Source: Kepios 2022

INDONESIA

SNAPSHOT ON DTC BRANDS

With nearly 300 million people, the potential for Indonesia is huge. However, the current volume of 'direct' traffic for global DTC brands is very small. Language, localization and payment options need to be solved to unlock Indonesia. Pricing sensitivity is also a challenge for most global brands.

BRAND WEB TRAFFIC BY CATEGORY



JAN 2022

TOP 5 DTC BRANDS

	Brand	Traffic	Traffic Share
1	BoAT	10.34k	8.2%
2	Hodinkee	9.07k	7.2%
3	Lenskart	8.184k	6.5%
4	Shein	8.054k	6.4%
5	Gymshark	6.945k	5.5%
	Others	83.61k	66.3%
	TOTAL	**126.2k**	**100%**

Top 5 DTC brands in Indonesia - as measured by Web traffic - for Jan 2022. Based on research from brand agency Totem covering the top 2,000 global DTC brands.

TOTEM

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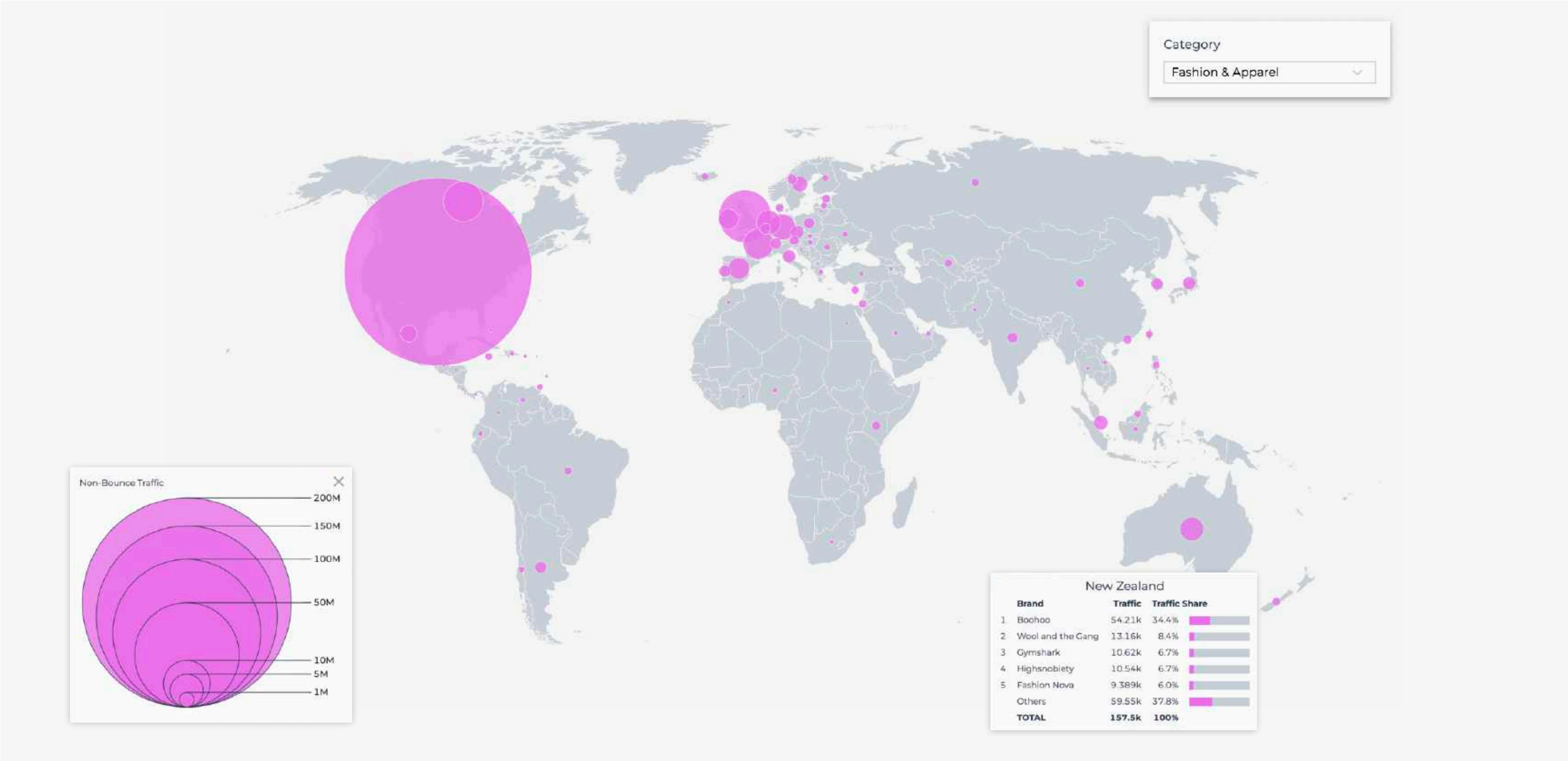

Totem's Global Database of 3,000+ Global DTC brands

BUSINESS INTELLIGENCE, DATA DRIVEN BRANDING

Totem works with a range of brands Globally, in APAC and China, on brand strategy and business intelligence solutions.

Our clients range across industries, including; retail, fashion, beauty, travel, entertainment.

Projects for our clients address critical issues including; new markets entry, corporate development and M&A advisory, digital capabilities/innovation, brand strategy/positioning, category design and data insights and analysis.

www.talktototem.com/dtc-insights