

Trends Driving RETAIL FUTURE

IN SOUTH EAST ASIA



1.2 billion dollars! That will be the estimated worth of ecommerce in Southeast Asia by 2025.,

The world of retail in APAC region has become an experiential springboard today.

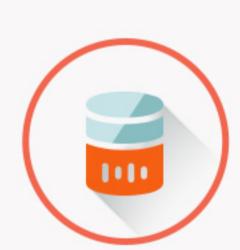
TECHNOLOGY DISRUPTING THE RETAIL LANDSCAPE ARE



On demand M-POS (Mobile point of sale)

Southeast Asian consumers will make \$32 billion in mobile payments by 2021.

Key Takeaway: Providing a seamless mobile experience shall ease transaction process for consumers.



Rise of smart speaker

Voice controlled shopping is set to explode Asia Pacific over the next four years to **\$40 billion** by 2022.

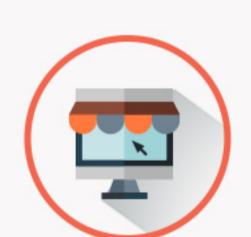
Key Takeaway: Sound content, chatbots, are going to be big differentiator given the leverage of digital assets.



Chatbots to be talk of the town

Within two years, 25% of the world's population will be using chat apps, with APAC driving a large proportion of this growth.

Key Takeaway: These programmed interface simulating human conversation through AI offerings shall take personalized online customer experience to a different level.



Experience driven E-commerce

The online revenues through E-commerce in APAC region are expected to reach \$2.34 trillion in 2019.₄

Key Takeaway: With a well-designed ecommerce site and a quality product, scaling boundaries at least virtually and spurting new growth levels shall only move upwards.



IoT to revolutionise retail

By 2022, IoT in Asia/Pacific excluding Japan is expected to reach \$381.8 billion.

Key Takeaway: New opportunities to personalise, simplify and improve shopping experiences is only going to be big. Consider smart payment, bluetooth beacon alerts etc.

Retail industry is ever-expanding! And, with increasing purchasing power of consumers, proliferation of social media users, and continuously progressing technology, future of retail in the coming years seems to be more vibrant as ever.

Sources

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