Recommendations for Future Cooperation

Submitted by: Thailand
Recommendations for future cooperation

Pawoot P.
## Asia E-Commerce Retail Forecast

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**Research Sources:**
Retailing: Euromonitor from trade sources/national statistics
Internet fundamental data
### Thailand Broadband Internet Subscribers

#### View Selection: Summary Table

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**Last updated: 15 January 2013**

**Estimated information for Q4 Year 2012.**

**Source: Operators**
Upper-Middle Households in Greater Bangkok

10-15% of total population in Greater Bangkok are middle income (Monthly income 18,660 Baht (622USD) up to user ~ 6.5 M people)

Avg. monthly household income 18,660THB

Northern Area 13,568 THB
North Eastern Area 12,995 THB
Greater BKK 35,007 THB (40% GDP)
Southern Area 19,716 THB

Thailand GDP/person: 3,904 USD (2009)
Bangkok GDP/person: 9,445 USD (2009)

Data from Mitsubishi UFJ Research Center, 2007

Confidential
General Internet Usage In Thailand

Internet penetration in Thailand is 40%, and more than half Internet users has online shopping experience.

Majority of internet user in greater Bangkok
20-39 yrs Bachelor degree / 15,000THB-50,000THB salary
Payment Method

Offline Payment

- Bank Transfer: 79.3
- COD: 51.9
- Pay with Post Office: 29.0
- Payment Service Provider: 7.2
- Other: 2.9

Offline & Online Payment

- E-Banking: 65.6
- Credit Card: 44.5
- Payment Provider: 23.7
- FEDI payment: 5.9
- Mobile Payment: 5.7
- Others: 2.7

* Source: Thailand National Statistic Office
Shipping Method

马来西亚统计局

* ข้อมูลจาก สำนักงานสถิติแห่งชาติ 2009
“ปัญหาของร้านคือขาดความน่าเชื่อถือการรับรองจากทาง TARAD.com ว่าร้านเราไม่โกงลูกค้าแน่นอน ทำให้ยอดขายเดือนโตขึ้น 2,252% ดีใจมาก ๆ ค่ะ”

คุณธนัญญา เจ้าของร้าน

Sale Growth 2,252%
Cyber Monday 2011

IBM Benchmark: Cyber Monday
Follow the Smarter Commerce trends as they unfold at #SmarterShopping and #SmarterCommerce

Online Spending

Cyber Monday Online Sales
Increased 30.3% over 2011

Mobile Commerce

Sales on mobile devices accounted for 12.9% of all online sales
Mobile traffic of phones vs. tablets

Mobile Breakdown

Mobile Devices

- iPhone 6.9%
- iPad 7.1%
- Android 4.5%
- Galaxy 2%
- Nook 0.6%

Tablet Devices

- Kindle 2.6%
- Other 4.3%

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Cyber Monday 2012

Share of traffic sources: US online shopping Thanksgiving and Black Friday 2012

24% (YoY 14/3%)

Platforms Share of US Mobile Thanksgiving Shopping Traffic

Source: IBM Digital Analytics Benchmark  © Asymco

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Mobile Commerce

Traffic Mobile Share 29%, GMS 13%
Q1, UU growth +4% and GMS growth 7.47%

• Top Traffic from Smart Phone
• Top Sale from Tablet

• Total traffic Mobile share from PC, 29% mainly came from 17% Smart Phone
• Total GMS Mobile share from PC 13%, mainly from tablet 8%
Summary information

- The similar peak time of PC and MB is about 9.00 – 12.00, 15.00, 20.00
- The difference peak time of PC and MB is the night time
  - MB 18.00 – 20.00 while PC after 20.00 – 21.00
Device Share by Traffic

Mobile Device

- Apple iPad: 41%
- Apple iPhone: 34%
- Android: 23%
- Blackberry: 1%
- Nokia: 1%

Operating System

- iOS: 75%
- Android: 23%
- Blackberry: 1%
- Nokia: 1%
Thai E-Commerce Association
Recommendation
Recommendation

• Collaboration between association
• Marketplace Linkage, Regional Marketplace
• Regional Standard (Shipping, Payment, Regulation & Policy, Language)
• Shipping & Logistic
• Tax and Custom
• Regional Campaign and Stimulate EC
• Pilot project
  – Trial some business buy-sell online
Recommendation (next)

- Mobile Commerce Collaboration

Will be more...
Kob Kun Kub
(Thank You)

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•  Facebook.com/pawoot
•  Instagram.com/pawoot