

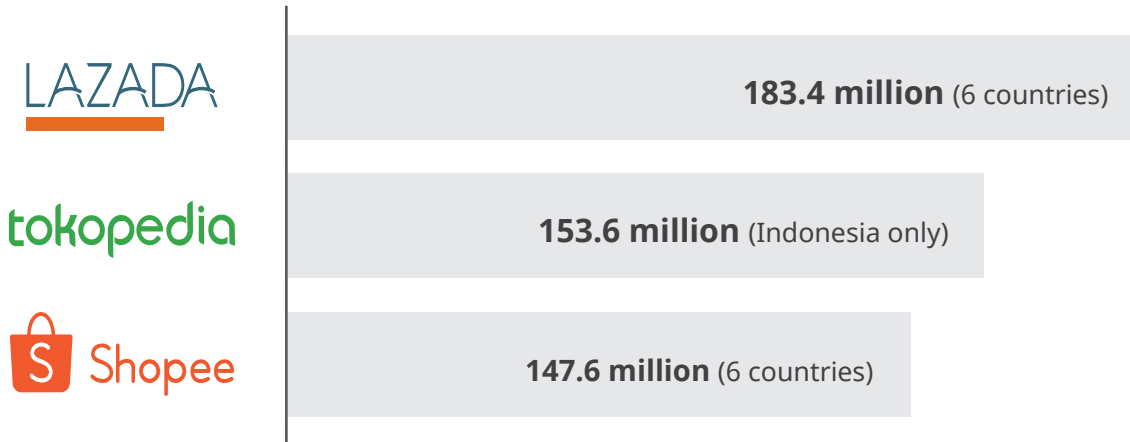


# **The Map of E-Commerce Southeast Asia**

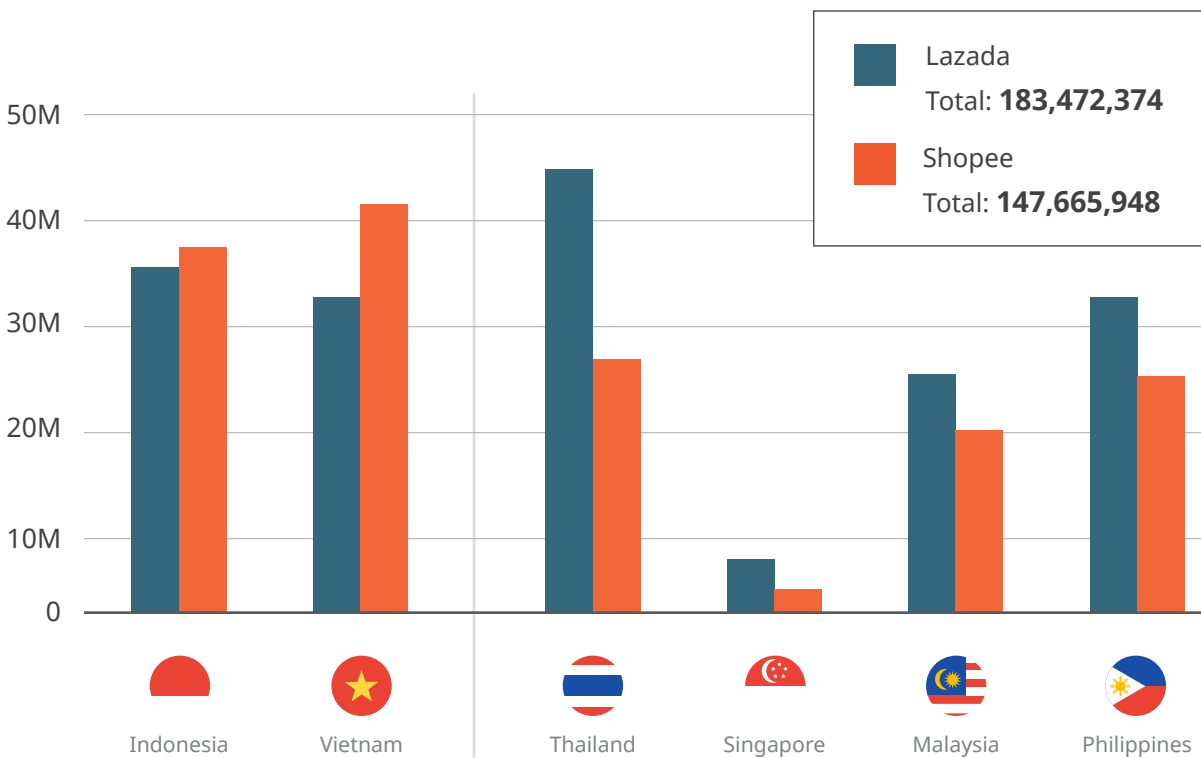
## **Q4 2018**

## Key findings from the monthly web visits based on Similarweb's data Q4 2018:

**1** Companies with the highest total average monthly visits on desktop and mobile web in Southeast Asia:



**2** **Lazada Vs. Shopee:** From a regional perspective, Lazada's total web traffic remains higher than Shopee in four out of six countries.



**3** In Indonesia, **Tokopedia**, **Bukalapak**, **Shopee**, and **Lazada** continues to strengthen its total average visits on desktop and mobile web:

↑ **9.3%**

**tokopedia**

maintained 1st and grew 9.3% in Q4 2018

**168 million**

monthly web visits

↑ **20.9%**

**Bukalapak**

maintained 2nd and grew 20.9% in Q4 2018

**116 million**

monthly web visits

↑ **74%**

**S Shopee**

maintained 3rd and grew 74% in Q4 2018

**67.6 million**

monthly web visits

↑ **60.1%**

**LAZADA**

maintained 4th and grew 60.1% in Q4 2018

**58.2 million**

monthly web visits

**4** Single-market e-commerce players continues to impress on a regional level as runners up after **Lazada**, **Tokopedia**, **Shopee**, and **Bukalapak**:

**blibli.com**

**43 million (ID)**

**TIKI.**

**35.9 million (VN)**

**thegioididong.com**

**29.4 million (VN)**

# 4 Strongest e-commerce merchants in countries other than **Indonesia** & **Vietnam** (other than Lazada & Shopee):

1st				
2nd				
3rd		ZALORA		
	Malaysia	Philippines	Thailand	Singapore

## Key findings from Mobile App Ranking according to App Annie's data Q3 2018:

1 Shopee maintained its no. 1 ranking in Indonesia, Vietnam, and the Philippines in both iOS AppStore and Google PlayStore.

	iOS AppStore	Google Playstore
Indonesia		
Vietnam		
Philippines		

## 2 Competition between Lazada and Shopee remained tight in Singapore, Thailand and Malaysia

	iOS AppStore	Google Playstore
Singapore	1st  Shopee	1st
Thailand	1st  Shopee	1st
Malaysia	1st	1st  Shopee

### More insights viewable at the interactive infographic:



Indonesia

<https://iprice.co.id/insights/mapofecommerce/en/>



Vietnam

<https://iprice.vn/insights/mapofecommerce/en/>



Thailand

<https://iprice.thailand.com/insights/mapofecommerce/en/>



Singapore

<https://iprice.sg/insights/mapofecommerce/>



Malaysia

<https://iprice.my/insights/mapofecommerce/en/>



Philippines

<https://iprice.ph/insights/mapofecommerce/en/>