



# Retail E-Commerce in Malaysia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Shoppertainment trend propels TikTok Shop, though e-commerce sales fall in 2023  
Shopee and Lazada remain dominant players, while home shopping player Astro Go Shop ends operations after eight years  
Singapore and Malaysia launch cross-border QR-code merchant payments

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E-commerce sellers fight to keep TikTok Shop online in Malaysia  
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AI offers new avenues for growth

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