



# Unlocking E-Commerce in Asia and Beyond: Lessons from China, Japan and South Korea

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## Key findings

### INTRODUCTION

China, Japan and South Korea lead e-commerce in Asia Pacific

East Asia e-commerce is constantly evolving and offering new business opportunities

### WHY EAST ASIA MATTERS

East Asia dominates and will continue to lead e-commerce in Asia Pacific

Convenient shopping experience further enhanced by diversifying fulfilment methods

Re-assess what works and what's next in e-commerce

Health and beauty retail e-commerce is well established, over-indexing offline channel

### DECODING E-COMMERCE RETAILER LANDSCAPE

Retailer landscape sees consolidation, while competitive advantages vary by industry

While health and beauty e-commerce markets are highly concentrated, volatility still exists

Outperforming retailers have emerged in the market with differentiated expansion strategies

Douyin : Synergy among users, influencers and brands revolutionises the shopping journey

@Cosme: Offline store succeed in digitalisation by creating a seamless shopping experience

Kurly : Grocery platform's strategic customer-centric expansion into beauty sector

### LESSONS FROM INDUSTRY LEADERS AND DISRUPTERS

Navigating digital dominance through e-commerce

Proya's e-commerce expansion: Driving growth and dominance in China's beauty market

Oi Ocha's e-commerce innovation: Driving growth and sustainability in Japan's RTD tea

E-commerce and social commerce catalysts for small brand growth

Nuo Fan's disruption in China's chocolate market

Greek Day's rise in the South Korean yoghurt market

### UNLOCKING E-COMMERCE GROWTH TOMORROW

Recommendations to secure e-commerce growth in Asia

A guide for finding success in e-commerce in East Asia

Evolution of e-commerce in East Asia and beyond

Questions we are asking

### APPENDIX

About Euromonitor's Syndicated Channels Research

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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