

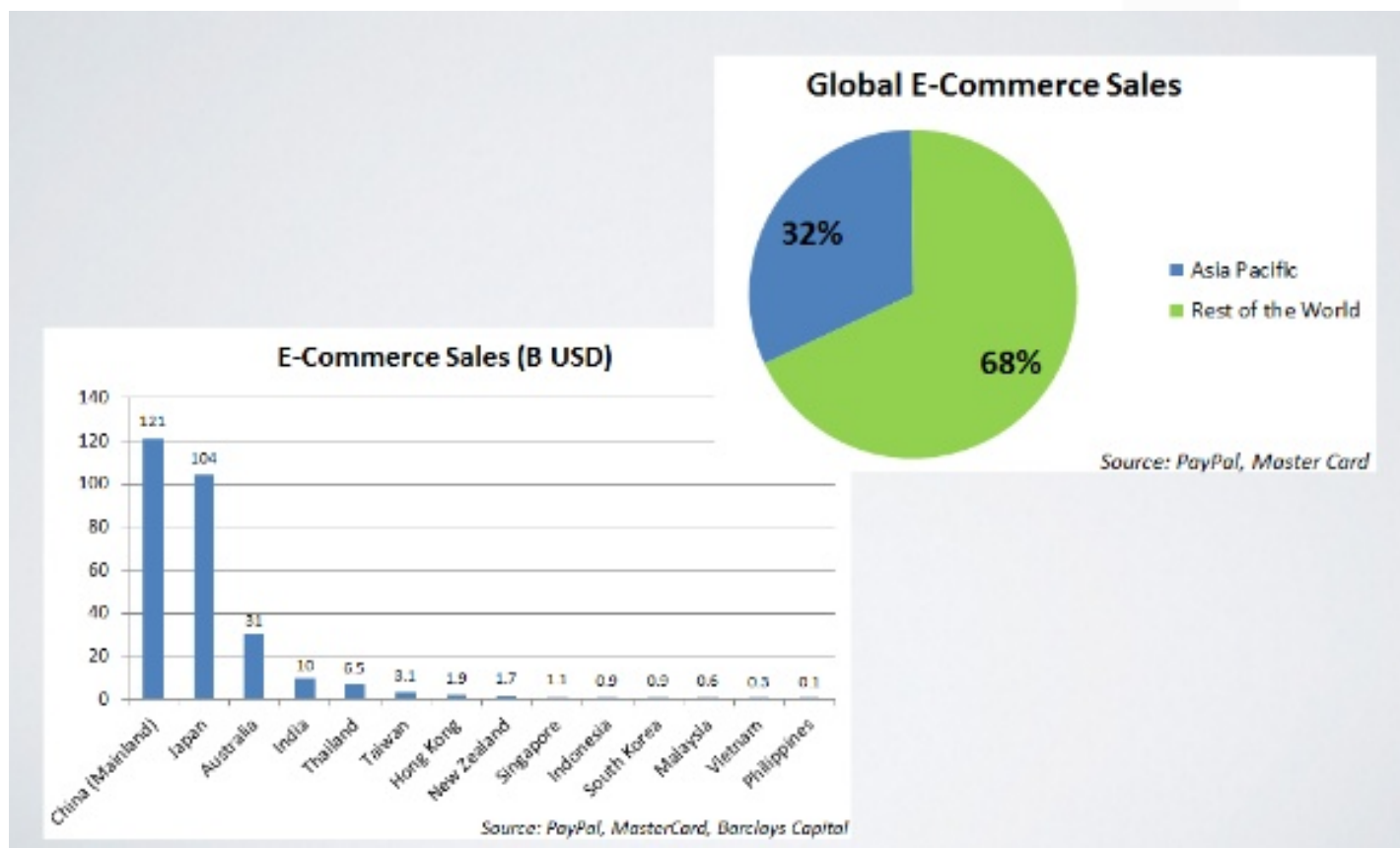


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E-commerce in East Asia

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**Nowadays Asia takes
32% of global online
sales**



In 2012 Asia-Pacific became the largest regional e-commerce market in the world

Global B2C e-commerce sales will grow by more than 20 percent because of China, South Korea, India and Australia

The stable growth of the amount of the consumers that had shown 23% last year

7 in 10 customer do not believe in the security of online commerce in Asia

Low credit card penetration over the society: makes the market full of cash

The problem of logistics: many services are local and do not deliver goods to the distant places

Other reasons why people in East Asia buy offline

| | |
|--------------------------|-----|
| Damaged Goods | 50% |
| Wrong Specifications | 48% |
| Additional Shipping Cost | 43% |

Taobao, 360buy, Tmall

China –

Flipkart

India –

Different e-commerce markets from Asia are trying to spread their activity into another countries and regions

The most successful companies are from South Korea, Japan and China

In 2013 only 25% of Russian customers of online shops made purchases on a Chinese website, in 2014, their share increased to 39%.

Chinese Post makes preferences and work extremely fast with e-commerce with Russia. However, Russian Post is not ready to take such a number of items. Often, 98% of the time spent on the movement of parcels within Russia. This is the part of the real world, which is in conflict with the virtual world.



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Thank you for your attention!

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