eCommerce in Singapore: 9 Must Knows

1. **ECOMMERCE MARKET SIZE AND ITS GROWTH POTENTIAL**
   - Singapore online shopping market is expected to reach US$2.7 Billion in 2015 with a compound annual growth rate of 20.9% from 2014 to 2015.
   - According to Euromonitor International, Singapore's online retail market is projected to grow at a CAGR of 30.1% from 2014 to 2018.
   - Barometer report by ShopBack and Lelong reveals that 80% of Singaporeans aged 18-34 years shop via mobile devices.

2. **SINGAPOREANS ARE SHOPAHOLICS, ON & OFFLINE**
   - A recent study by Visa shows that 50% of Singaporeans shop online at least once a week and 73% purchase online items while they are visiting a physical store.
   - Singapore has one of the highest online shopping penetration rates in Asia, with 80% of the population having made an online purchase in the last 12 months.

3. **MOBILE COMMERCE ON THE RISE**
   - According to Global Mobile Payment Report, Singapore is ranked as the 15th largest mobile payment market globally.
   - A survey by Payless shows that 58% of Singaporeans make mobile payments on a weekly basis.

4. **ASIA'S BEST IN LOGISTICS AND SUPPLY CHAIN**
   - Singapore is the world's largest hub for logistics and supply chain services.
   - According to the World Bank's Logistics Performance Index, Singapore is ranked as the best in the world, outperforming its regional peers.

5. **HIGHEST CROSS-BORDER ECOMMERCE**
   - Singapore's online shopping market is expected to reach US$2.7 Billion in 2015 with a compound annual growth rate of 20.9% from 2014 to 2015.
   - According to Euromonitor International, Singapore's online retail market is projected to grow at a CAGR of 30.1% from 2014 to 2018.

6. **Omnichannel Channel Strategy – A Key Success Factor for eCommerce in Singapore and Beyond**
   - Omnichannel strategy is becoming essential to remain competitive. Embrace the trend of true omnichannel commerce to provide a seamless and integrated shopping experience across all channels.
   - This approach helps in increasing customer loyalty and trust by providing a consistent brand experience across all touchpoints.

7. **Staggering Internet Penetration**
   - Singapore has one of the highest internet penetration rates in Asia, with 91% of the population accessing the internet daily.
   - According to ComScore, Singapore ranks 2nd in mobile internet usage, with 90% of the population accessing the internet on mobile devices.

   - B2B and B2C are expected to grow significantly in the coming years, with a surge in cross-border transactions.
   - Singapore's B2B market is expected to reach US$2.5 Billion by 2020, driven by a growing number of businesses adopting an online presence.

9. **OMNI CHANNEL STRATEGY – A KEY SUCCESS FACTOR FOR ECOMMERCE IN SINGAPORE AND BEYOND**
   - Omnichannel strategy is becoming essential to remain competitive. Embrace the trend of true omnichannel commerce to provide a seamless and integrated shopping experience across all channels.
   - This approach helps in increasing customer loyalty and trust by providing a consistent brand experience across all touchpoints.

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**Sources:**
- ShopBack and Lelong
- Global Mobile Payment Report
- World Bank's Logistics Performance Index
- Singapore Internet Usage Report
- Singapore's Top 50 Online Retailers
- Singapore's Top 10 Ecommerce Sites
- Singapore's Top 5 Omnichannel Retailers

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**Notes:**
- This report is based on the latest available data and trends in the Singaporean e-commerce sector.
- All data and statistics are subject to change and are based on the information available as of the publication date.
- Contact information for Singapore's top e-commerce companies is included in the report.

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