



Retail in Asia Pacific

October 2024

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REGIONAL OVERVIEW

Asia Pacific the biggest regional market for retail value sales

Further healthy value growth expected for the Asia Pacific retail market in the coming years

E-commerce continues making gains from the other channels in Asia Pacific

E-commerce channel adds the most new sales regionally over the review period

Warehouse clubs see dynamic growth in China over 2018-2023

Chinese market accounts for the bulk of new sales regionally in 2018-2023

Consumer confidence still trailing pre-pandemic levels in China in late 2023

Private label products performing strongly in Japan and South Korea

LEADING COMPANIES AND BRANDS

Competitive landscapes generally becoming more concentrated across Asia Pacific

ByteDance and PDD Holdings making strong gains in recent years

Chinese online marketplaces generate most of their sales in their home market

Shopee Marketplace looking to consolidate the gains it made earlier in 2018-2023

FORECAST PROJECTIONS

Positive growth expected over the forecast period for retail in Asia Pacific

Social commerce expected to become increasingly important in India

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