

Day 1

Vinculum™
Sell Anywhere, Faster.

CROSS BORDER

VIRTUAL SUMMIT 2.0

Discussion on:

Impact & Macro View of
COVID on Cross Border
eCommerce Globally



20th July, 2021



02:30 PM IST, 05:00 PM SGT

Keynote
Address



Venkat Nott

Founder & CEO
Vinculum Group

Speaker



Vidya Sagar Singh

General Manager & Head -
Digital Services
NSIC, Government of India

Key Trends – A few highlights

- Online Sales across categories and across geographies have grown in the last 12 months .
 - ✓ US saw ecommerce sales grow by 45%.
 - ✓ China moved from 15.9% to 21% of sales coming from eCommerce.
 - ✓ India expected to become a US\$ 200B market by 2026.
 - ✓ Most markets expect to see online revenues grow 2X to 3X in the next 4 yrs.
- Retailers and traditional brands doubling down online / Category Specific Marketplaces have demonstrated above country average growth. This reflects more Retailers going Omni Channel. Traditional brands adopting hybrid D to C Strategies and niche category specific marketplaces are doing very well.
- D to C Brands are emerging as a key segment across countries. Multiple business models are emerging to enable scale for D to C Brands. India likely to see a US\$ 100Bn D to C opportunity by 2025.
- Multiple brands emerging in Beauty n Wellness, Health Supplements, Cosmetics, Fashion (Apparels, Footwear, Accessories), Food & Beverages, Electronics

US eCommerce sales grew at 45% in 2020

All Numbers in USD Billions

eCommerce is contributing 21.3% of the revenues a significant jump from 15.8% pre covid.

The overall retail sales have grown from US\$ 3.78T to US\$ 4.04T

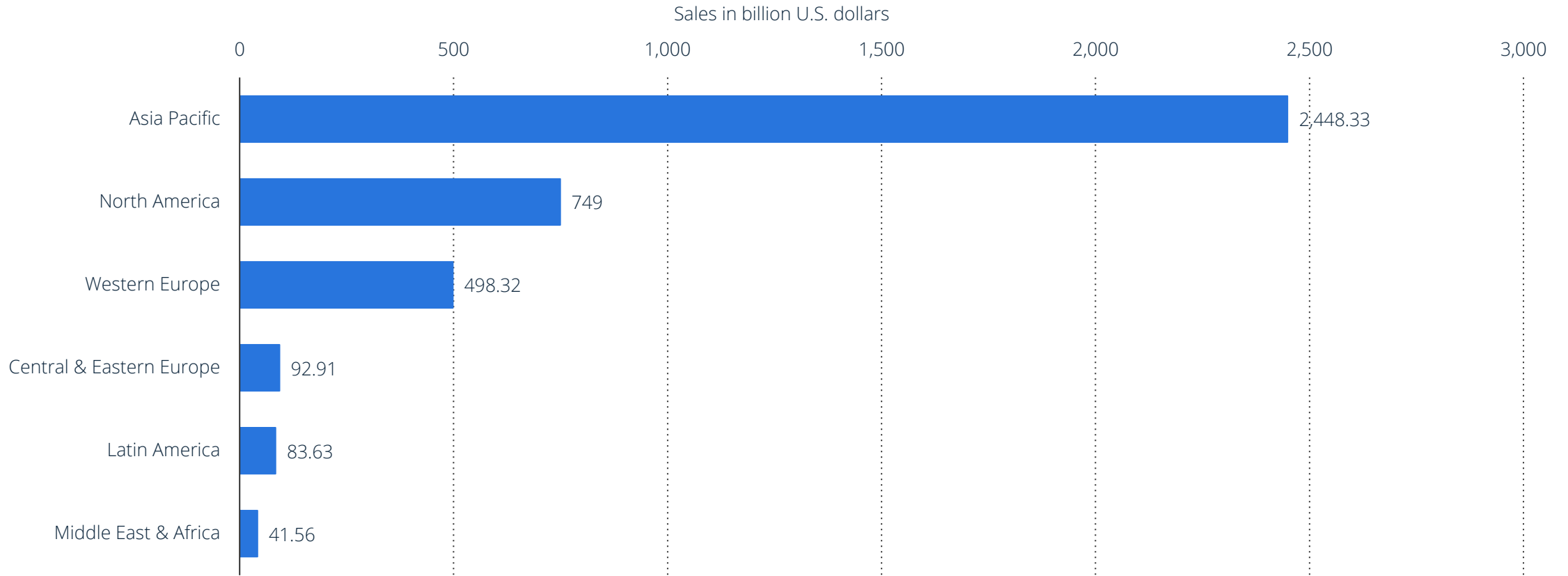
Sales on Amazon has contributed US\$ 296B out of the US\$ 861B ecommerce sales. i.e. a 31.4% growth excluding Amazon Own brands from 2019. However this is lesser than 2019 growth @ 43.8%

Top 100 Retailers in US have grown 74.1% outside Amazon. This is up from 49.6% pre covid.

This shows that web stores, Niche Marketplaces and Cross Border have all grown in US post Covid.

Projected global retail e-commerce sales in 2020, by region (in billion U.S. dollars)

Global e-commerce sales forecast 2020, by region



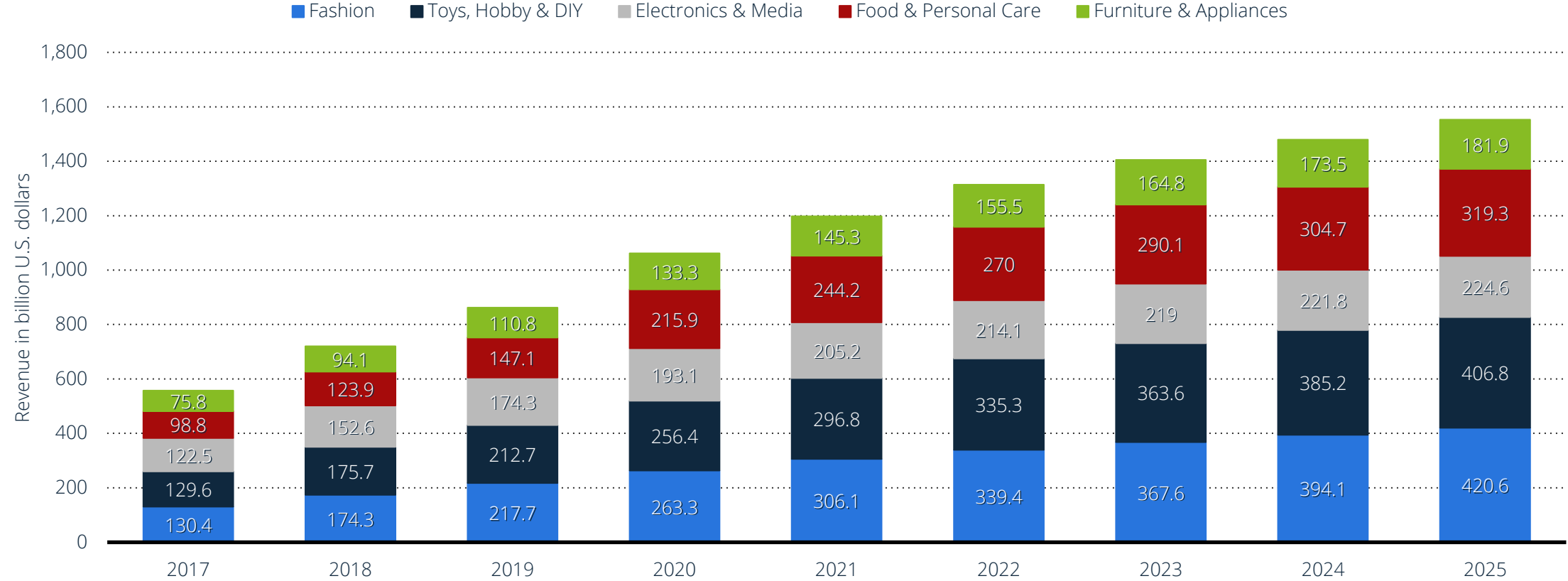
Note(s): Worldwide; 2020

Further information regarding this statistic can be found on [page 36](#).

Source(s): eMarketer; [ID 311357](#)

E-commerce revenue forecast in China from 2017 to 2025, by segment (in billion U.S. dollars)

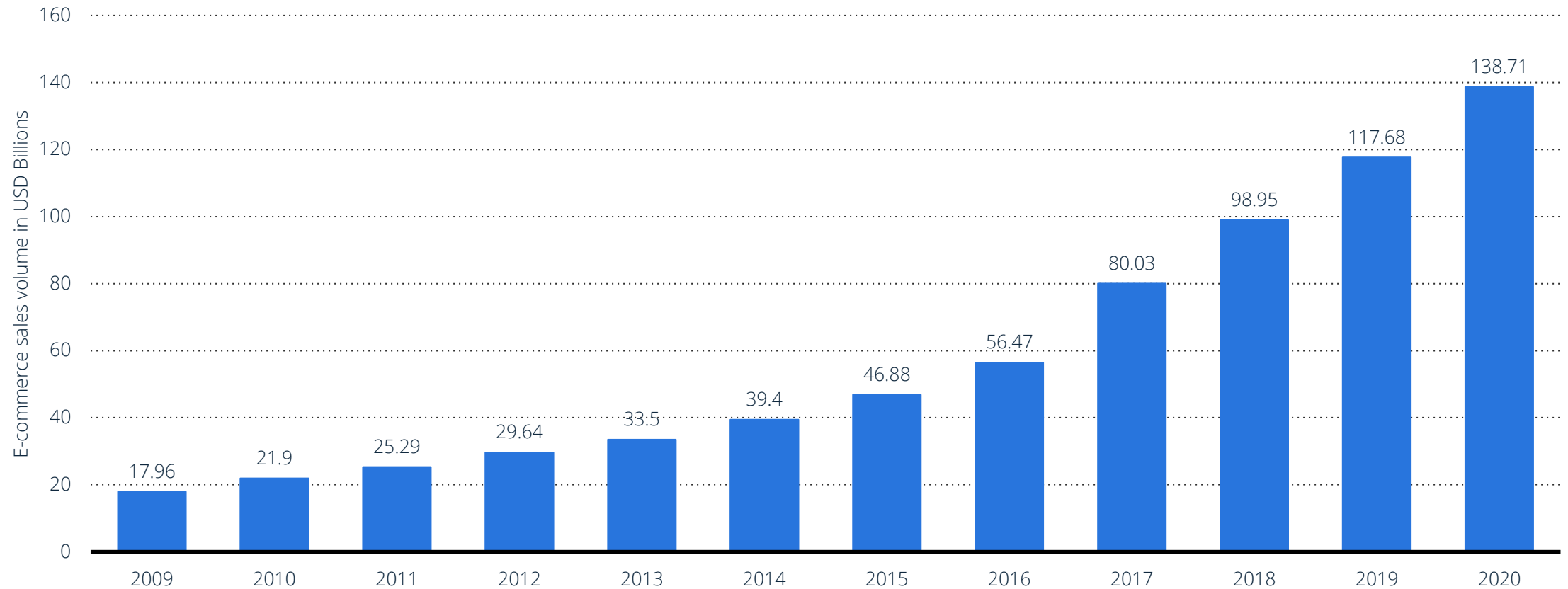
E-commerce revenue in China 2017-2025, by segment



Note(s): China; 2020
 Further information regarding this statistic can be found on [page 37](#).
Source(s): Statista; [ID 890275](#)

Online shopping transaction volume in South Korea from 2009 to 2020 (in USD Billions)

E-commerce sales volume South Korea 2009-2020



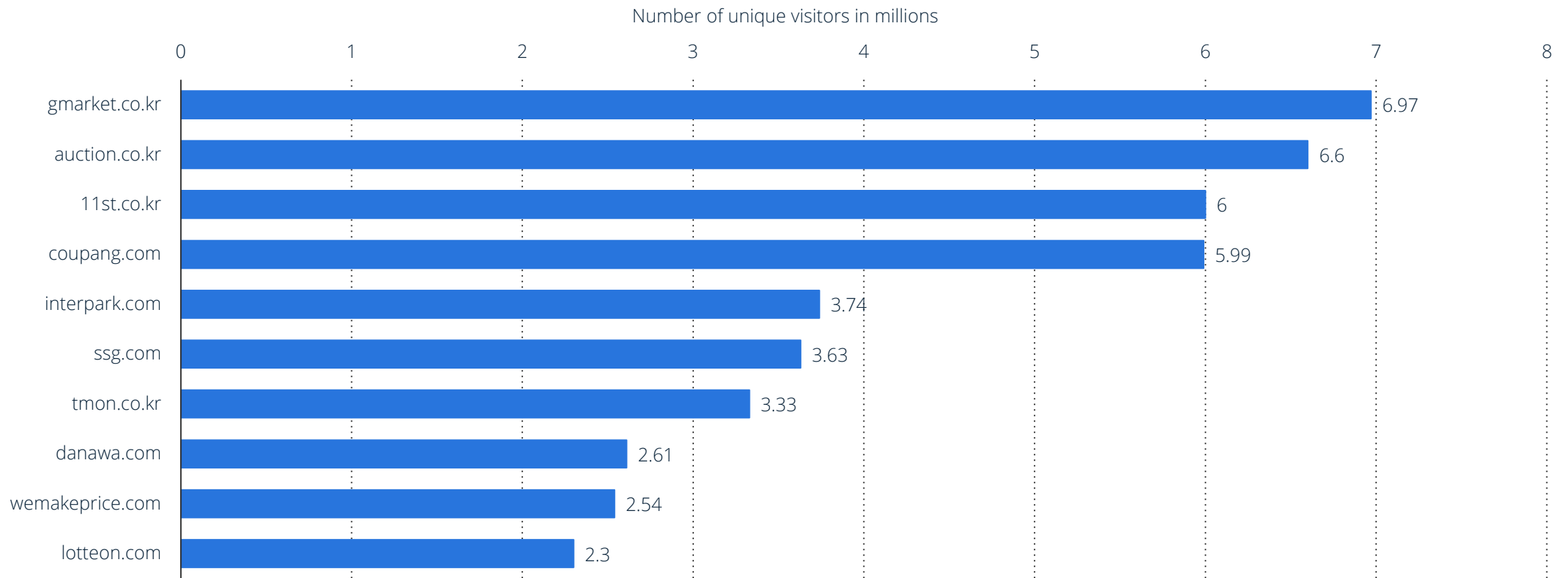
Note(s): South Korea; 2009 to 2020

Further information regarding this statistic can be found on [page 33](#).

Source(s): Statistics Korea; [ID 280922](#)

Most popular online shopping properties in South Korea as of March 2021, by number of unique visitors (in millions)

Most popular online shopping properties South Korea 2021, by number of visitors



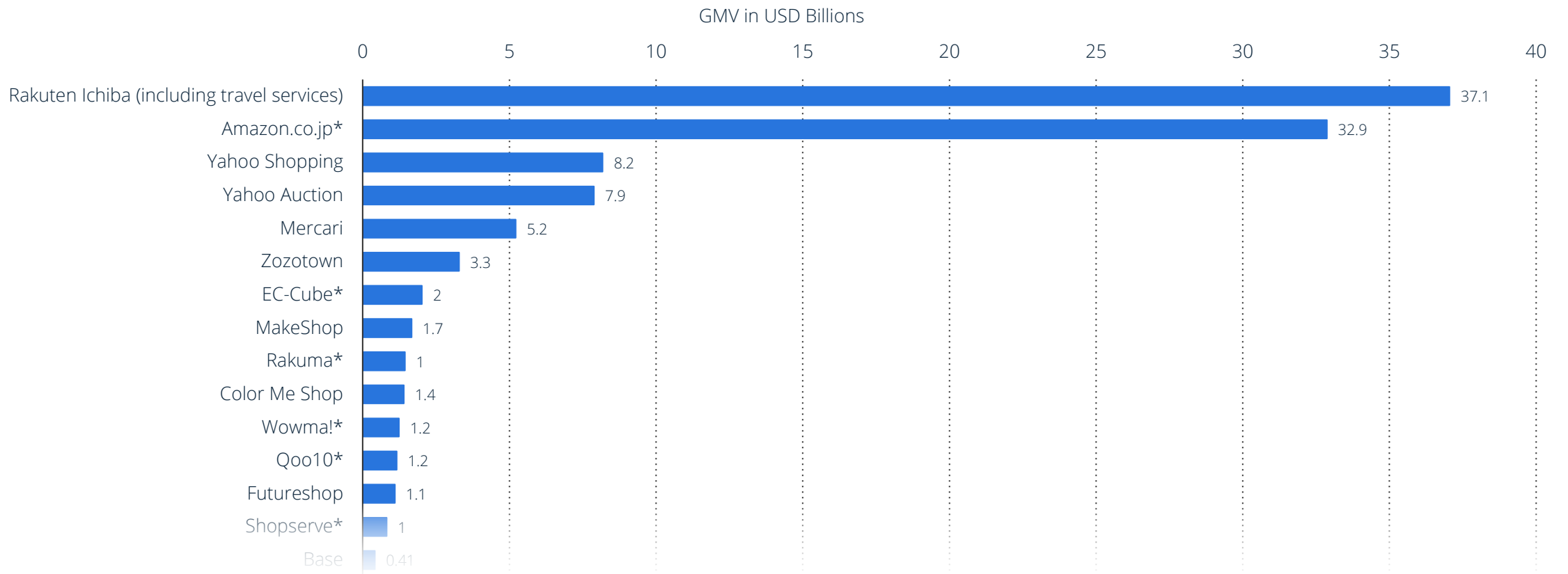
Note(s): South Korea; March 2021; 12,000 respondents; MS Windows OS users

Further information regarding this statistic can be found on [page 37](#).

Source(s): Nielsen Koreanclick; [ID 388368](#)

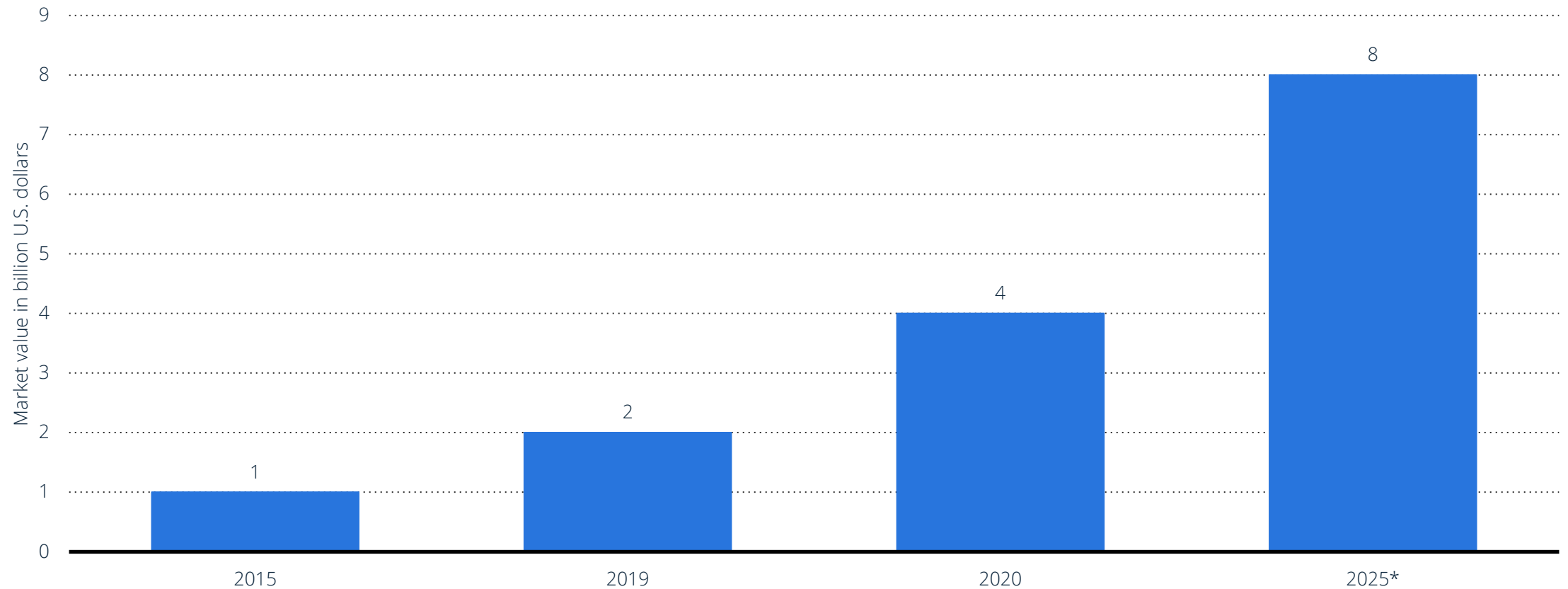
Gross merchandise volume (GMV) of the leading e-commerce platforms in Japan in 2019 (in USD Billions)

GMV of leading e-commerce sites in Japan 2019



Annual gross merchandise volume (GMV) of the e-commerce market in Singapore from 2015 to 2020 with a forecast for 2025 (in billion U.S. dollars)

GMV of e-commerce market in Singapore 2015-2025



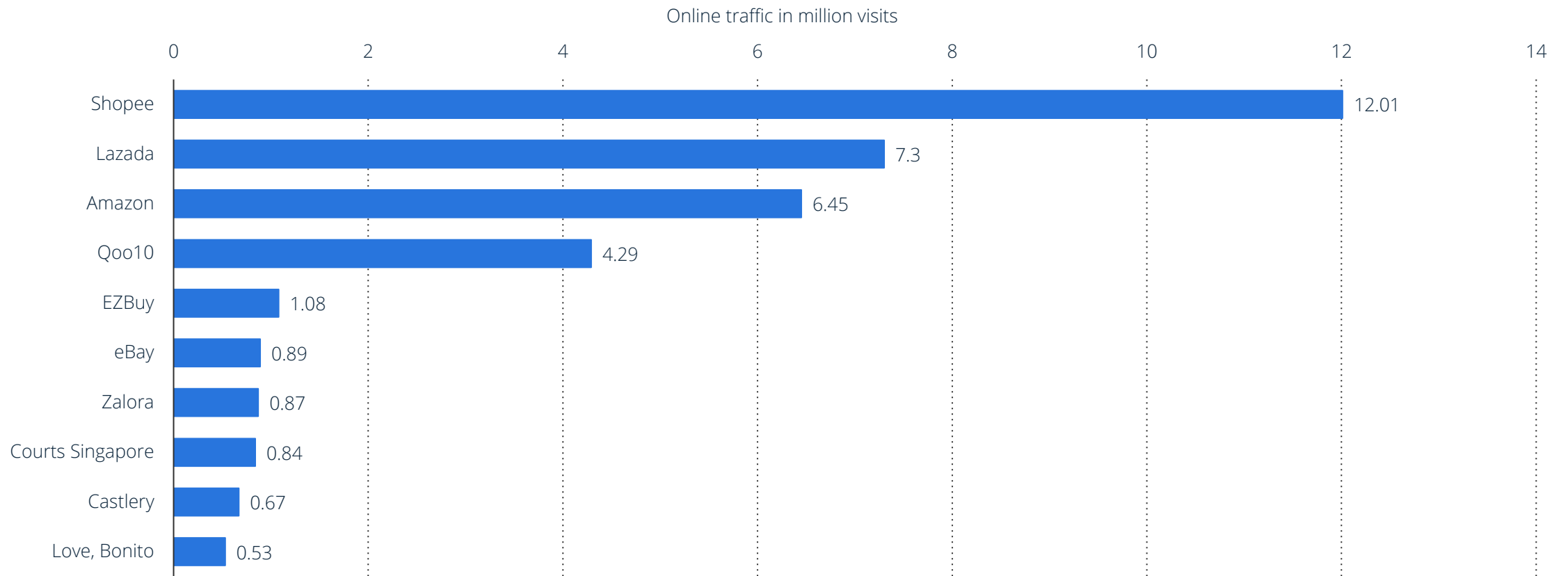
Note(s): Singapore; 2015 to 2020

Further information regarding this statistic can be found on [page 51](#).

Source(s): Google; Temasek Holdings; Bain & Company; [ID 1127943](#)

Top 10 e-commerce sites in Singapore as of the first quarter of 2021, by monthly traffic (in million visits)

Top 10 e-commerce sites in Singapore 2021



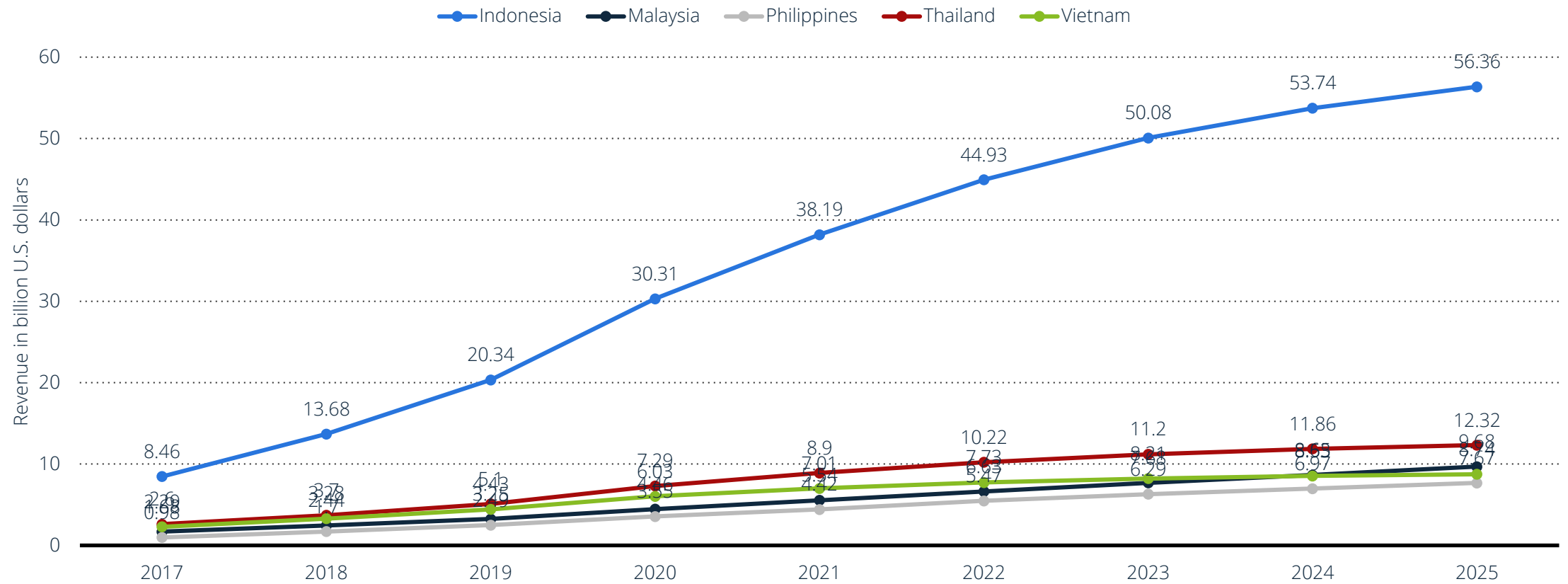
Note(s): Singapore; Q1 2021

Further information regarding this statistic can be found on [page 52](#).

Source(s): SimilarWeb; iPrice Group; [ID 869701](#)

Total e-commerce revenue in Tiger Cub economies from 2017 to 2020 with a forecast until 2025 (in billion U.S. dollars)

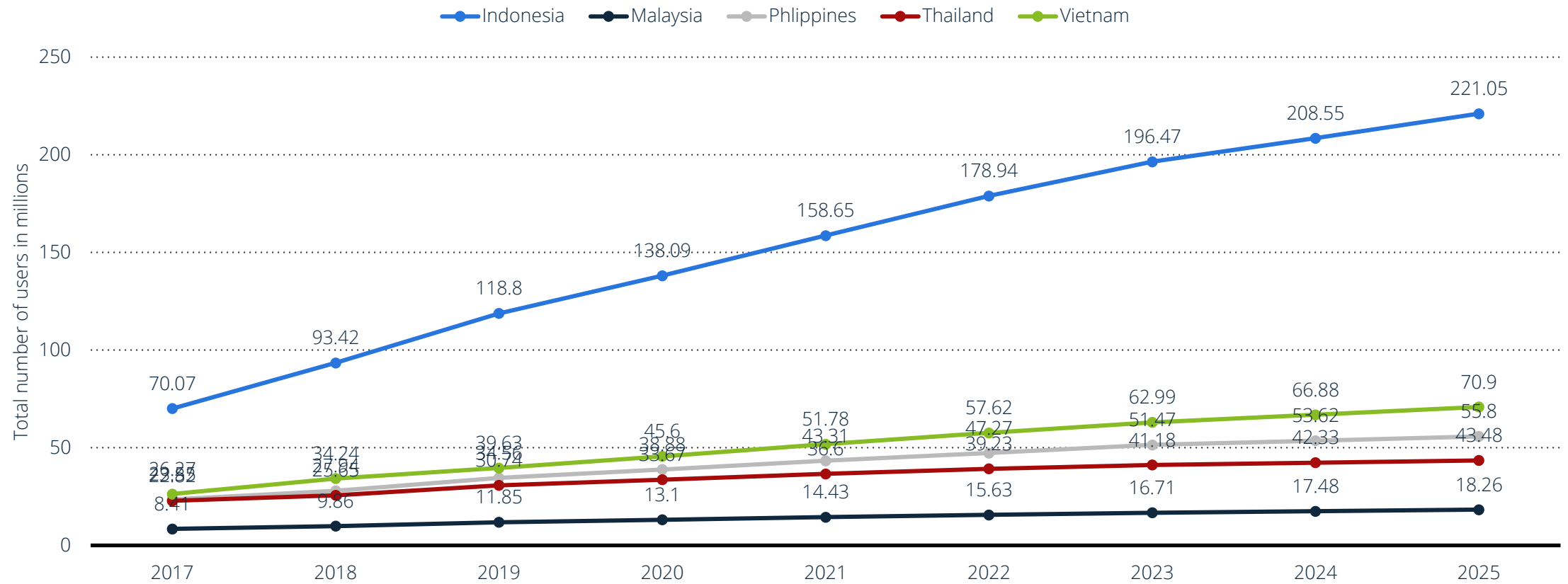
E-commerce revenue forecast tiger cub states 2017-2025



Note(s): Indonesia, Malaysia, Philippines, Vietnam, Thailand; May 2021
 Further information regarding this statistic can be found on [page 40](#).
Source(s): Statista Digital Market Outlook; [ID 1117690](#)

Total number of e-commerce users in Tiger Cub states from 2017 to 2020 with a forecast until 2025 (in millions)

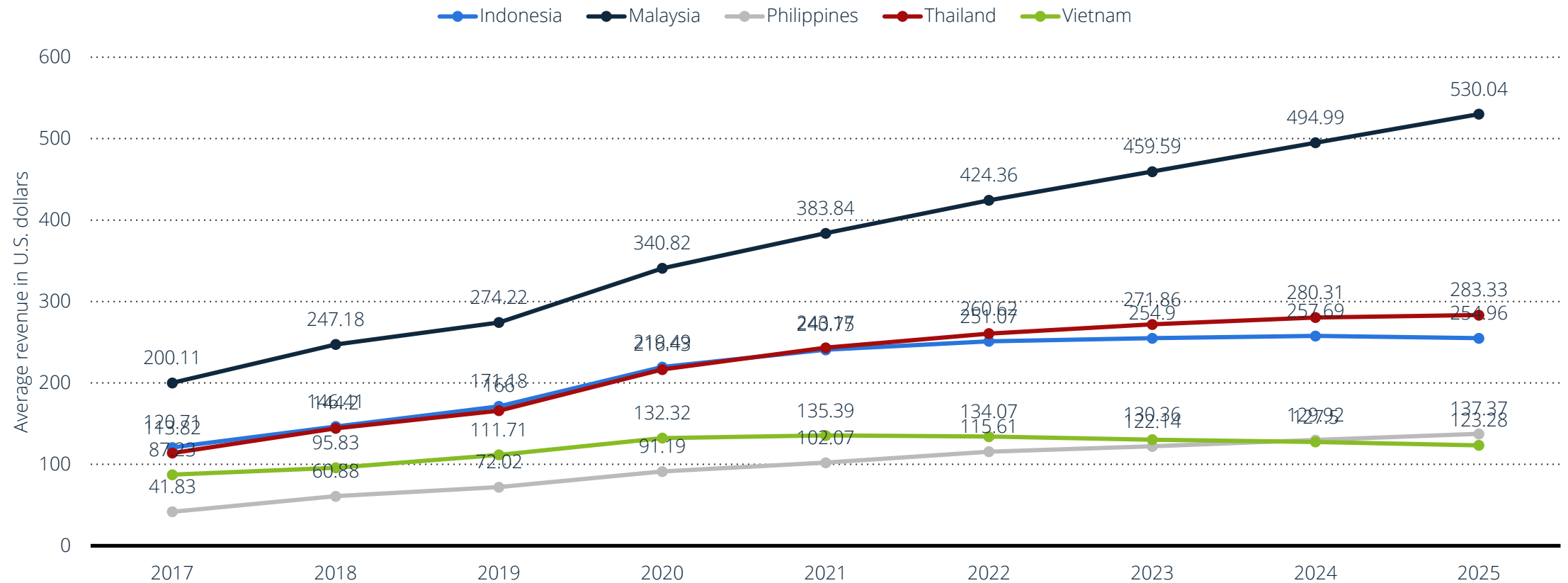
Total number of e-commerce users in Tiger Cub states 2017-2025



Note(s): Indonesia, Malaysia, Philippines, Vietnam, Thailand; May 2021
 Further information regarding this statistic can be found on [page 41](#).
Source(s): Statista Digital Market Outlook; [ID 1117710](#)

Average revenue per e-commerce user n Tiger Cub states from 2017 to 2020 with a forecast until 2025 (in U.S dollars)

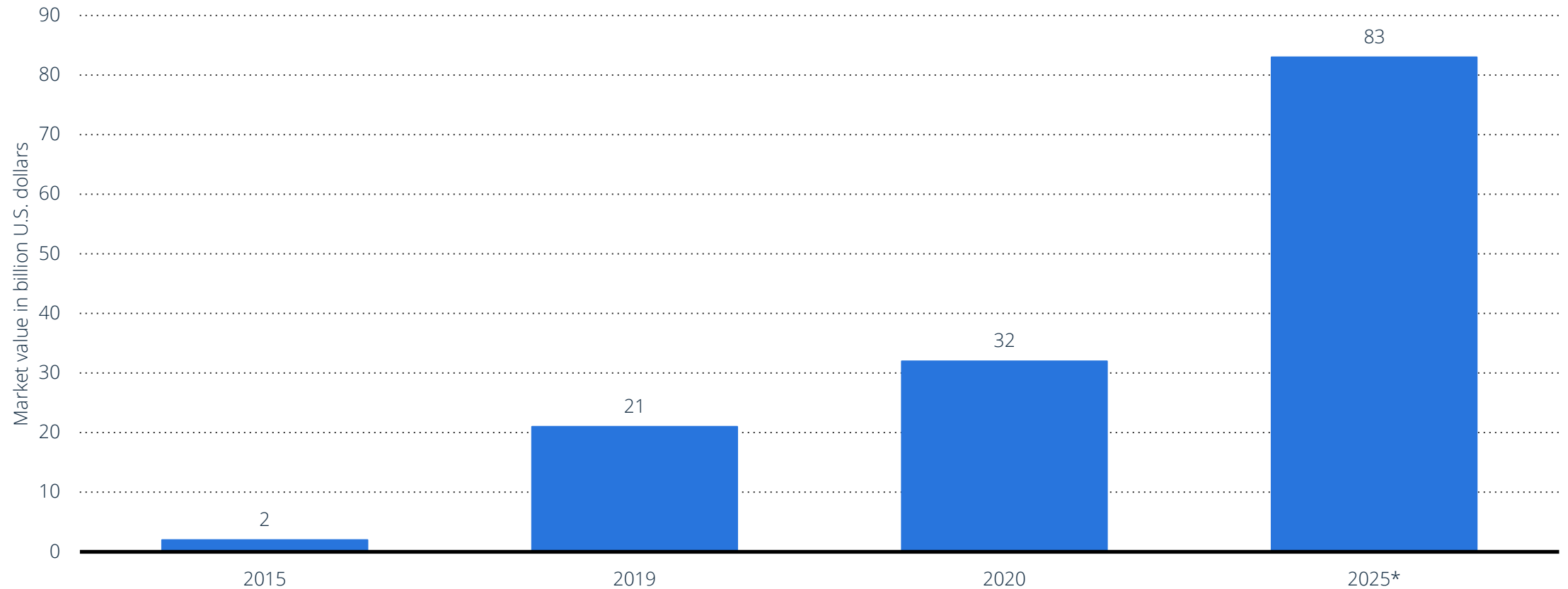
Average revenue per user tiger cub states 2017-2025



Note(s): Indonesia, Malaysia, Philippines, Vietnam, Thailand; May 2021
 Further information regarding this statistic can be found on [page 42](#).
Source(s): Statista Digital Market Outlook; [ID 1117803](#)

Annual gross merchandise volume (GMV) of the e-commerce market in Indonesia from 2015 to 2020 with a forecast for 2025 (in billion U.S. dollars)

GMV of e-commerce market in Indonesia 2015-2025



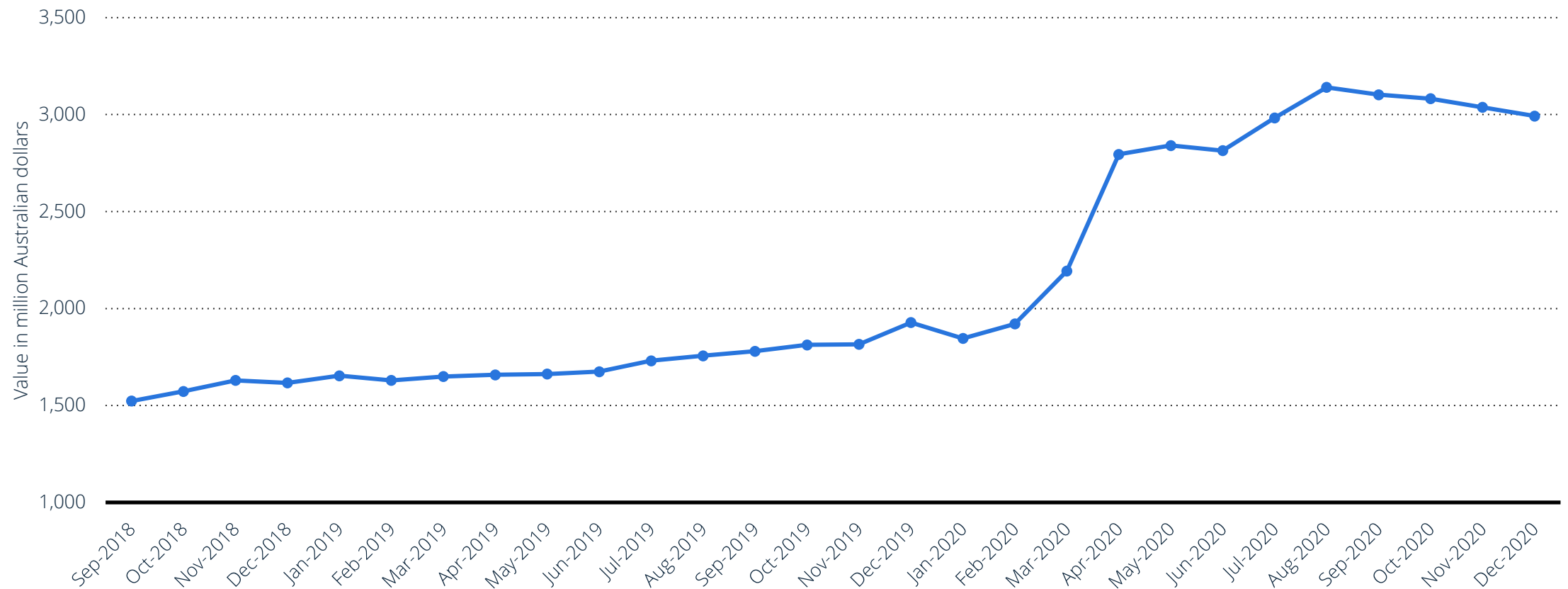
Note(s): Indonesia; 2015 to 2020

Further information regarding this statistic can be found on [page 43](#).

Source(s): Google; Temasek Holdings; Bain & Company; [ID 1117608](#)

Monthly online retail revenue in Australia from September 2018 to December 2020 (in million Australian dollars)

Monthly online retail revenue Australia September 2018-2020



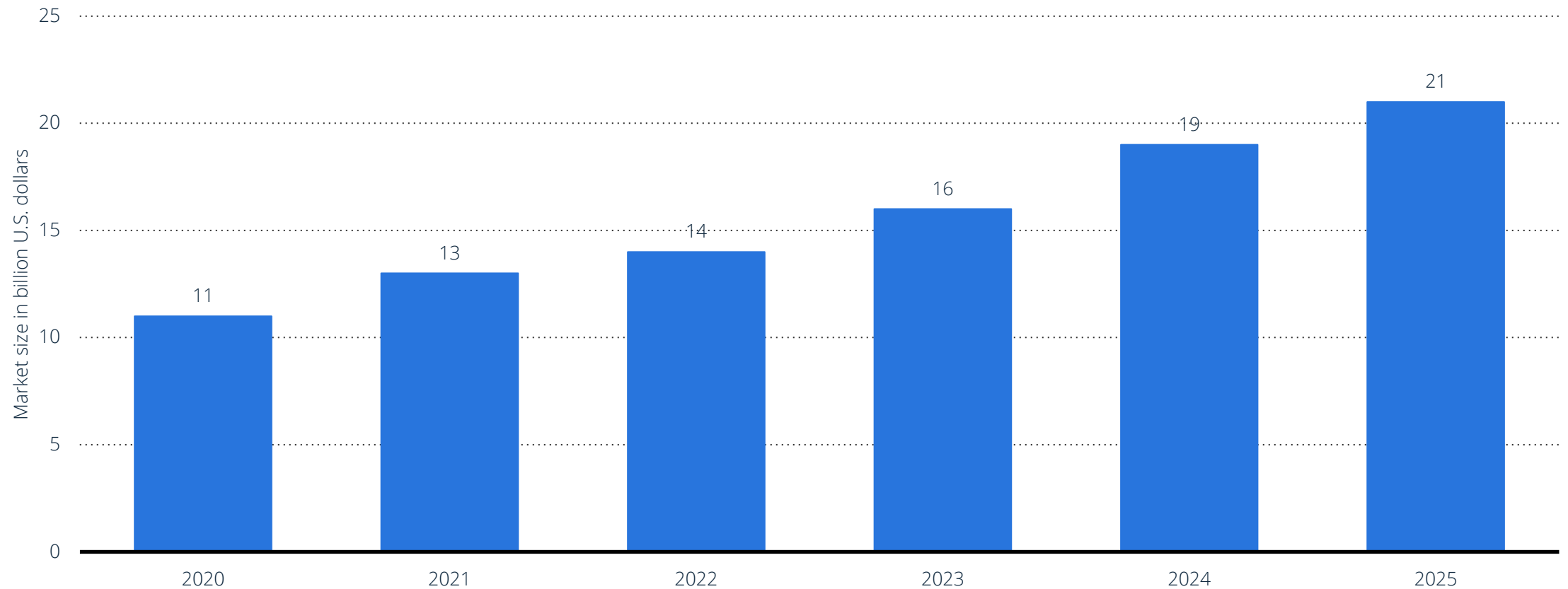
Note(s): Australia; September 2018 to December 2020

Further information regarding this statistic can be found on [page 42](#).

Source(s): Australian Bureau of Statistics; [ID 1186844](#)

Forecasted e-commerce market size post COVID-19 in Saudi Arabia from 2020 to 2025 (in billion U.S. dollars)

Forecasted e-commerce market size post COVID-19 Saudi Arabia 2020-2025



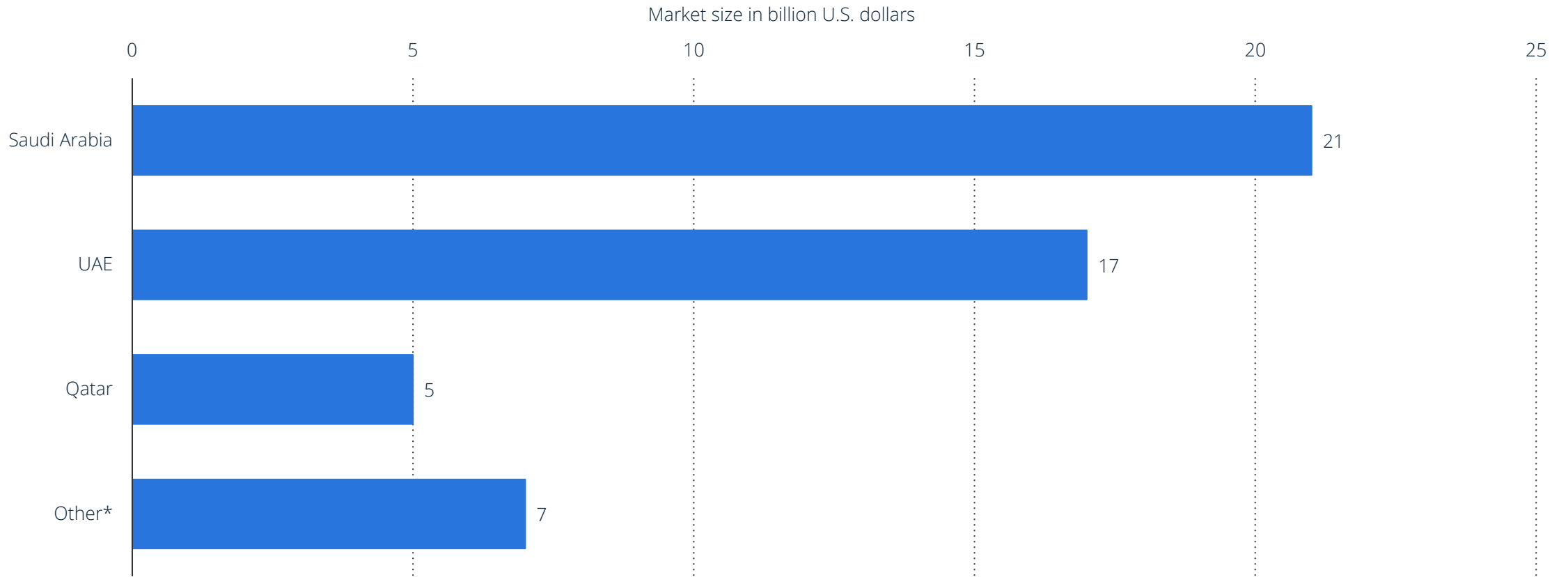
Note(s): Saudi Arabia, MENA; 2020 to 2025

Further information regarding this statistic can be found on [page 36](#).

Source(s): Consultancy-me.com; Kearney; [ID 1201953](#)

Forecasted e-commerce market size post COVID-19 in the Gulf Cooperation Council region in 2025, by country (in billion U.S. dollars)

Forecasted e-commerce market size post COVID-19 GCC 2025, by country



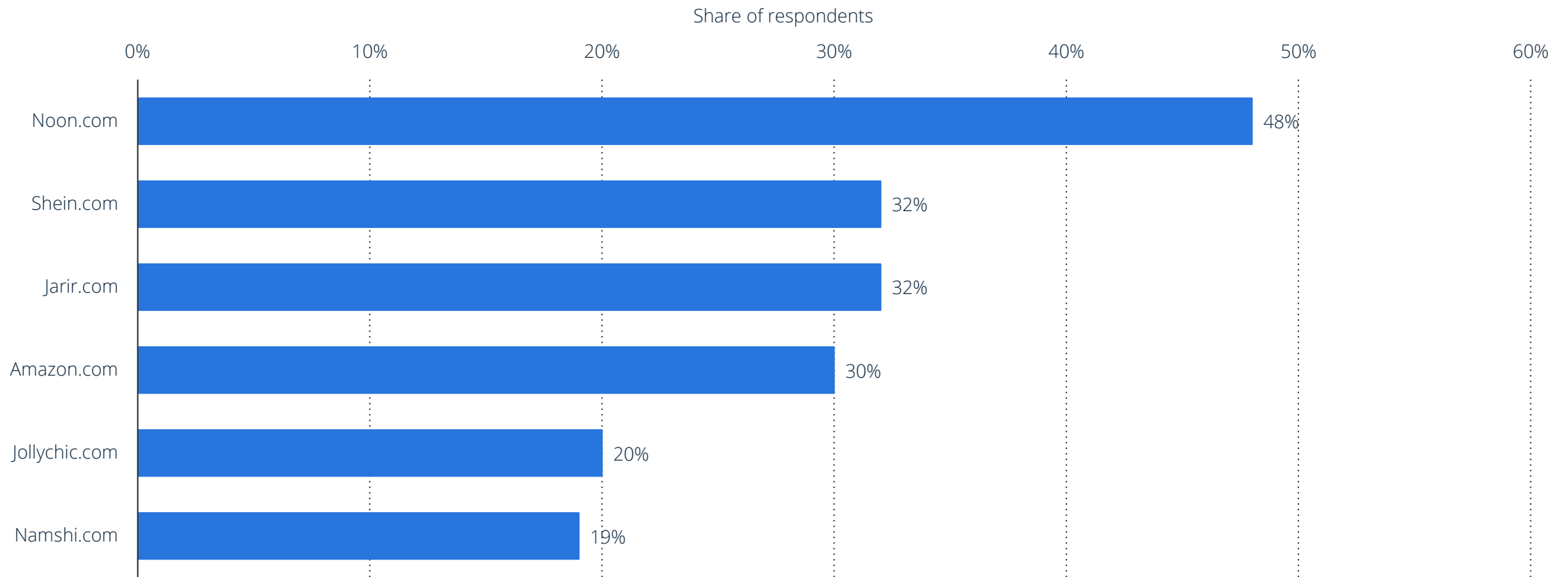
Note(s): MENA; 2025

Further information regarding this statistic can be found on [page 32](#).

Source(s): Consultancy-me.com; Kearney; [ID 1201961](#)

Share of respondent usage of online shopping in Saudi Arabia in 2020, by platform

Share of online shopping usage Saudi Arabia 2020, by platform



Note(s): Saudi Arabia; May to July 2020; 2,720 respondents
Further information regarding this statistic can be found on [page 43](#).
Source(s): WARC; Choueiri Group; [ID 1208652](#)

How Can You Tap into the Cross Border Opportunity: Network of Brand Distributors and Ecosystem Partners Globally

Category & Country Specific Brand Distributors



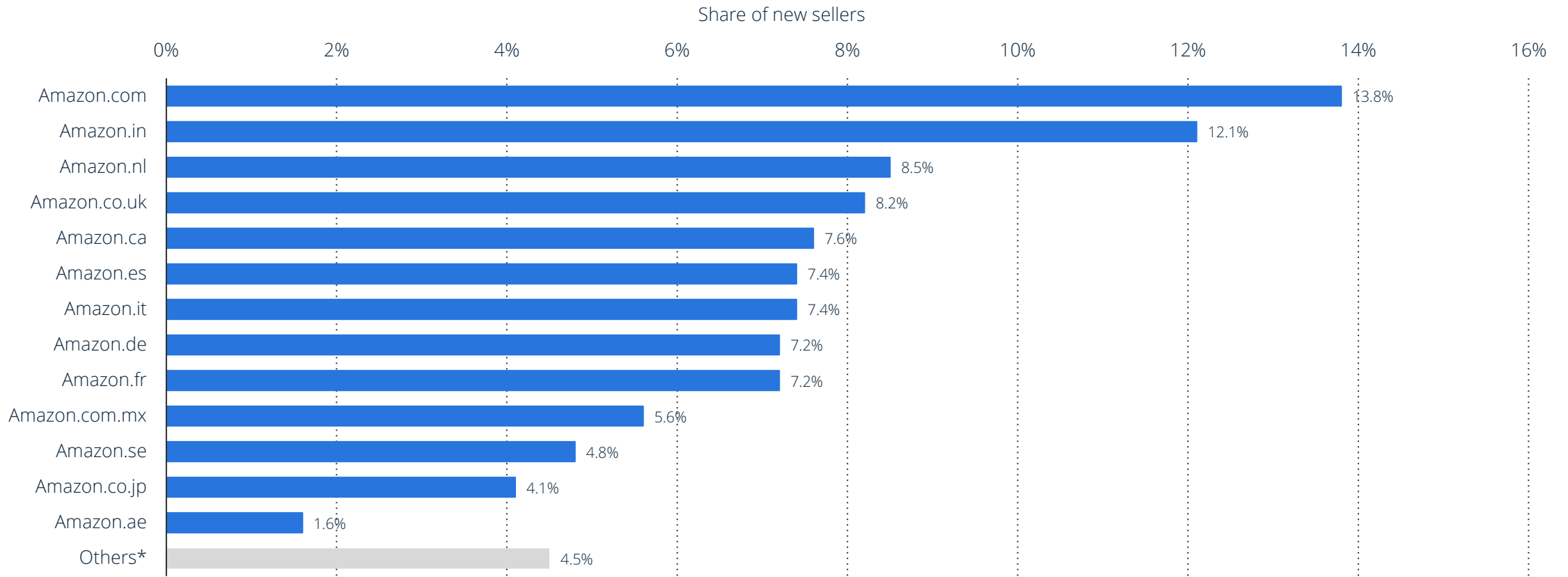
Connected Ecosystem of Local Partners in each Geography

- ✓ IOR Partners
- ✓ Digital Marketing Agencies
- ✓ SOR Partners
- ✓ Analytics to Identify channels
- ✓ Storage/ Bonded Warehouse Options
- ✓ Last mile fulfilment companies

Enabling Drop Ship , Consignment and B-B Models

Global distribution of new sellers on Amazon marketplace worldwide in 2020, by country

Amazon Marketplace share of new sellers 2020, by country



Note(s): Worldwide; 2020

Further information regarding this statistic can be found on [page 58](#).

Source(s): Marketplace Pulse; Amazon; Statista; [ID 1020034](#)

Panelist for the Day



Vidya Sagar Singh
General Manager & Head-Digital Services
NSIC, Government of India