

# TikTok brings its ecommerce ambitions to Southeast Asia

Article

**The news:** TikTok Shop is now available in Thailand, Malaysia, and Vietnam as part of the social media platform's plan to further its ecommerce ambitions in Southeast Asia, per ebrun.

- Merchants in Indonesia have had access to TikTok Shop since last year but have thus far been limited to only serving Indonesian users.

- The dedicated app allows merchants to manage storefronts from their phones, as well as run and analyze marketing campaigns.

**The significance:** TikTok's parent company, **ByteDance**, has successfully established itself as a social commerce leader in China and is now looking for ways to bring that expertise to other markets.

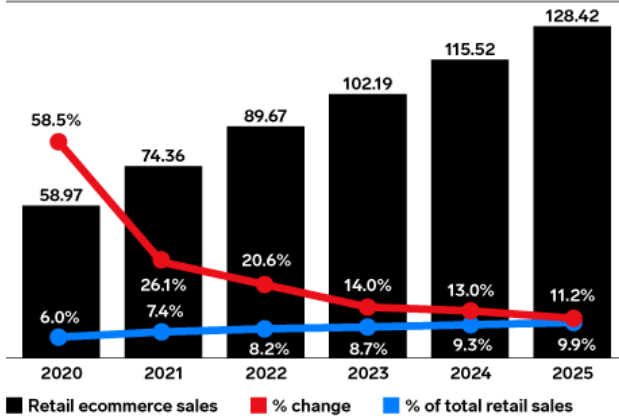
- Establishing a foothold in Southeast Asia would help make up for TikTok's inability to reach users in India.
- "Commerce is the cornerstone of TikTok's monetization efforts. This year, marketers can expect TikTok to continue to expand its suite of commerce solutions, including in the US," said **Jasmine Enberg**, eMarketer principal analyst at Insider Intelligence. "TikTok is already a major product and brand discovery mechanism for its users—the next step will be encouraging those users to complete their purchases within the app."

**Looking ahead:** Southeast Asia will have the fastest ecommerce growth in the world this year: We expect sales to grow by **20.6%**, **per** our forecast.

- ByteDance is by no means alone in looking to Southeast Asia to spur growth: Both **Alibaba** and **Tencent** have **invested** in ecommerce companies in the region.
- However, the social media giant can rely on TikTok's established user base in the region to drive adoption and sales.

## Retail Ecommerce Sales in Southeast Asia, 2020-2025

billions, % change, and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: eMarketer, Dec 2021

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