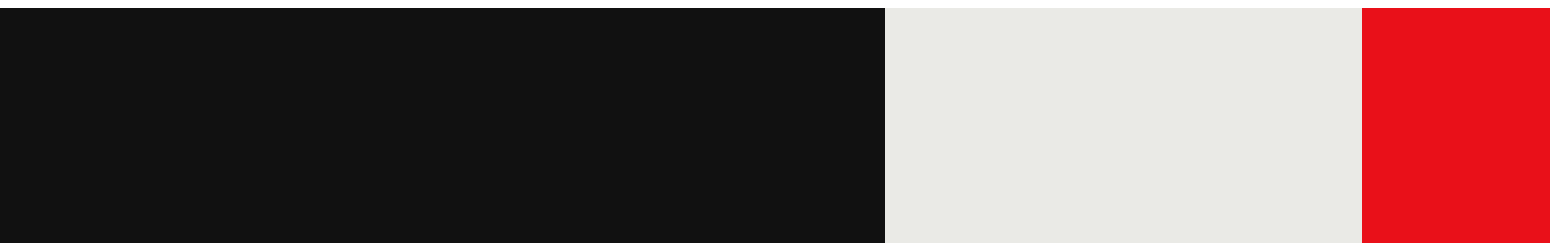



Southeast Asia sees the fastest digital sales growth in the world

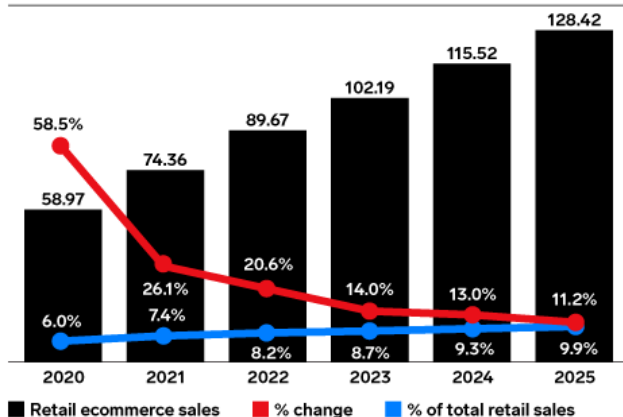
Article



Ecommerce sales in Southeast Asia will total **\$89.67 billion** in 2022, an increase of **\$15.31 billion** over last year. By next year, the region will cross the **\$100 billion** mark, a long way from the **\$37.22 billion** seen in 2019.

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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Southeast Asia's growth stands out even more, given that most other geographies will see only moderate increases this year. The region's **20.6%** expansion in 2022 will be the highest in the world. Latin America will be the only other region that will crack the **20%** threshold this year.

Only four countries in the world will produce faster growth rates than Southeast Asia's combined figure, and two of them—the Philippines and Indonesia—are in the region.

Five countries within the region—the **Philippines, Indonesia, Vietnam, Malaysia, and Thailand**—will rank among the **top 10** markets measured by retail ecommerce sales growth.

Top 10 Countries, Ranked by Retail Ecommerce Sales Growth, 2022

% change

1. Philippines	25.9%
2. India	25.5%
3. Indonesia	23.0%
4. Brazil	22.2%
5. Vietnam	19.0%
6. Argentina	18.6%
7. Malaysia	18.3%
8. Thailand	18.0%
9. Mexico	18.0%
10. US	15.9%

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, Jan 2022

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Next year, ecommerce sales growth throughout much of Southeast Asia will fall in the same way it will descend in 2022 for everyone else. That inevitable decline will still leave the region with a standout growth rate of **14.0%** in 2023, but it will no longer lead the world. We project Latin America will reclaim its crown in 2023 at **16.1%**.