

# The top 10 countries for retail ecommerce growth

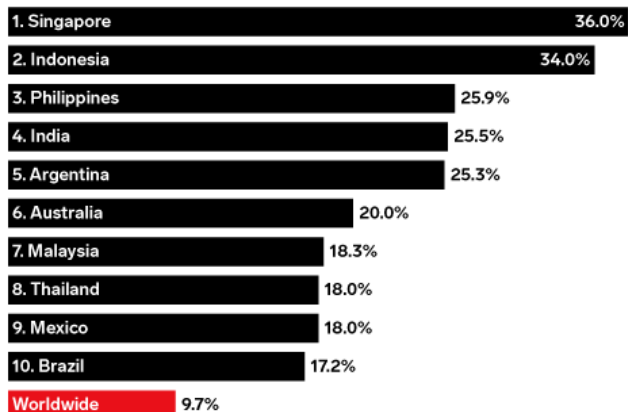
Article

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Southeast Asia is home to the three fastest-growing ecommerce markets in the world. This year, Singapore will post **36.0%** digital sales growth, while Indonesia will see an increase of **34.0%** and the Philippines, **25.9%**.

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

% change



Note: includes products or services ordered using the internet, 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 goods sales  
Source: eMarketer, June 2022

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** For only one of these countries, growth will also be impressive in absolute dollar amounts. Digital sales in Indonesia will increase by more than **\$20 billion**, making its **\$80.95 billion** ecommerce market one of the biggest on the list.

India, Indonesia, and Brazil—the three largest on the list—will collectively generate about **“\$230 billion** in retail ecommerce sales this year, nearly double the rest of the top 10 combined,” **said Ethan Cramer-Flood**, senior forecasting writer at Insider Intelligence.

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