

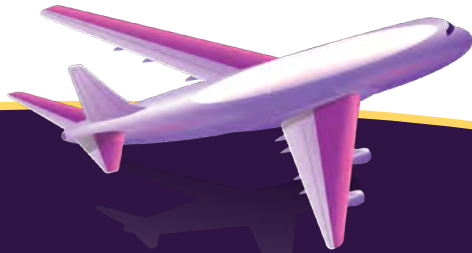
# E-Commerce in THAILAND



## MARKET OVERVIEW



Population:	70 million
GNI per Capita:	US \$7,260
Ease of Doing Business:	Rank <b>21/190</b> Score <b>80.1/100</b>
Logistics Performance Indicator:	Rank <b>32/190</b> Score <b>3.41/5</b>
Currency:	Thai baht ฿
Free Trade Agreement:	N/A
Official Language:	Thai
Domain:	.th



Internet Inclusivity:	Rank <b>39 / 100</b>
E-Government Development:	Rank <b>57/193</b>
% of Internet Users:	<b>67%</b>
Top 3 Search Engines:	Google <b>99%</b> , Yahoo! <b>0.4%</b> , Bing <b>0.3%</b>
Social Media Stats:	Facebook <b>68%</b> , Twitter <b>14%</b> , YouTube <b>6%</b> , Pinterest <b>5%</b> , Reddit <b>4%</b>
Mobile vs Tablet vs Desktop:	Mobile <b>60%</b> , Desktop <b>37%</b> , Tablet <b>2%</b>
Level of Cross-border E-commerce:	<b>60%</b>
E-commerce Market Value:	US \$ <b>26.2</b> billion
E-commerce Payment Methods:	Credit card <b>30%</b> , digital wallet <b>23%</b> , bank transfer <b>23%</b> , cash <b>15%</b>
Top Payment Services:	Simpay, 2C2P, Kasikorn bank

## E-COMMERCE TRENDS



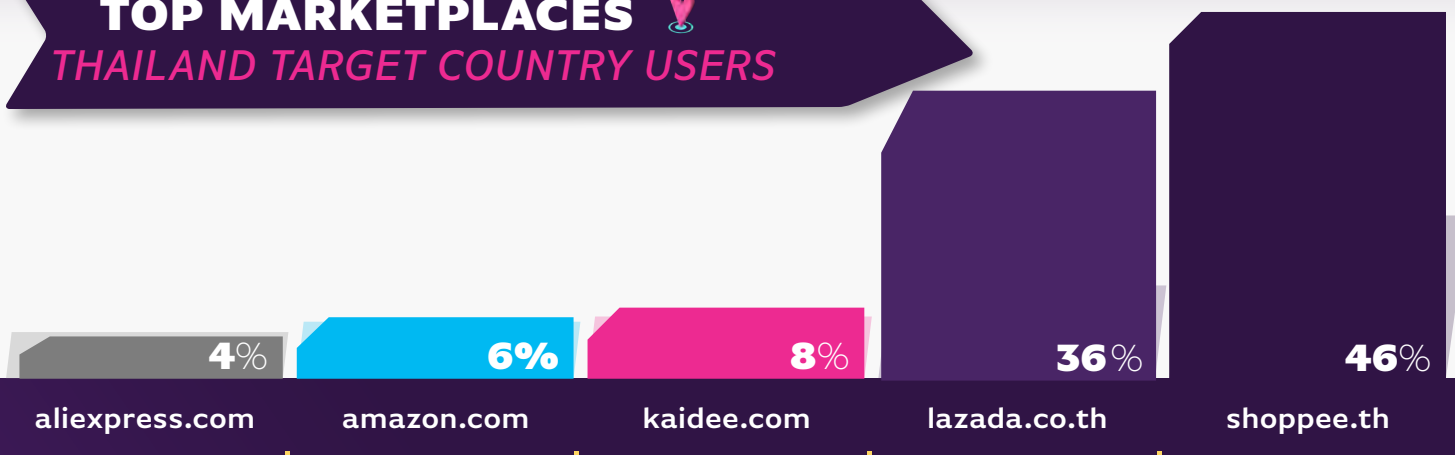
- 96% of people 35-44 years old stated they would continue ordering online after COVID-19
- The top two online shopping sites in Thailand both have corporate headquarters based in Singapore
- E-commerce has become the preferred way of shopping for Thai people
- The e-commerce industry is expected to grow 14.8% during the first year of COVID-19 restrictions
- Thailand's Commerce Ministry has collaborated with online platforms such as Thailand Post Mart, Lazada, etc.



## TOP MARKETPLACES



### THAILAND TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
<a href="https://shopee.th">shopee.th</a>	B2C/B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <a href="#">Shopee Marketplace Guide</a>
<a href="https://lazada.co.th">lazada.co.th</a>	B2C/B2B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <a href="#">Lazada Market Guide</a>
<a href="https://kaidee.com">kaidee.com</a>	B2C/C2C/B2B	horizontal-everything	Third-party advertisements (limited to in-market only) <a href="#">Kaidee Intro Guide</a>
<a href="https://amazon.com">amazon.com</a>	B2B/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <a href="#">Sell on Amazon</a>
<a href="https://aliexpress.com">aliexpress.com</a>	B2C	horizontal-everything	Commission based on product category <a href="#">AliExpress Global Selling</a>

# E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *TNT DHL FEDEX*
- E-commerce Payment Processors: *SimPay 2C2P Kasikorn Bank*
- Digital Marketing Providers: *LINE Readyplanet*
- E-commerce Platform Providers: *Shopify WooCommerce Volusion*

# E-COMMERCE RELATED LEARNING RESOURCES

## Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

## Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

## Trade Commissioner Services

- § *Doing Business in Thailand*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

## Business Development Bank of Canada

- § *E-commerce Toolkit*

## Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

## Market Resources

- § *Ride the wave of Ecommerce after COVID-19*

# FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

## Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

## Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

## Other programs

- § *LearnSphere*

