

SINGAPORE

The Cross-border
Ecommerce Opportunity

With the 2nd highest GDP per capita in the world,⁽¹⁾ and high average annual online spending,⁽²⁾ Singapore is a promising emerging market for international online sellers. Ranked #3 in the top 10 countries for retail ecommerce growth in 2020⁽³⁾, Singapore's user penetration is expected to reach 67% by 2025.⁽⁴⁾ With 90% smartphone penetration,⁽⁵⁾ mobile commerce is projected to grow at a CAGR of 13.6% by 2023.⁽⁶⁾ Even as country of savvy online consumers, Singapore's ecommerce is still maturing, providing an excellent opportunity for growth.⁽⁷⁾

Singapore's ecommerce market is well positioned, thanks, in part, to government-backed initiatives supporting high levels of domestic & international ecommerce; e.g., ultra fast network connectivity, top-notch logistics infrastructure, tax and duty policies, etc.⁽⁸⁾

As English is one of Singapore's 4 official languages, communication with online consumers is uncomplicated for global ecommerce players.⁽⁹⁾



Population ⁽¹⁰⁾
5.9M



Currency
Singapore dollar



Languages
**Mandarin, English
Malay, Tamil**

The Singapore ecommerce market



Internet users ⁽¹¹⁾
% of population

88%



Digital buyers ⁽¹²⁾
% of internet users

74%



% of digital buyers ⁽¹³⁾
who buy cross-border

73%



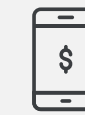
2020 % ecommerce
of total retail sales ⁽¹⁴⁾

11.4%



2020 retail
ecommerce sales ⁽¹⁵⁾

\$3.24 Bn.



2020 mcommerce
retail sales ⁽¹⁶⁾

\$1.99 Bn.



2020 uplift in the
ecommerce market ⁽¹⁷⁾

73.6%

A fast-growing ecommerce market



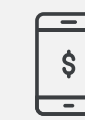
Number of digital
buyers by 2025 ⁽¹⁸⁾

4.1M



2025 retail
ecommerce sales ⁽¹⁹⁾

\$4.2 Bn.



2025 mcommerce
retail sales ⁽²⁰⁾

\$2.83 Bn.

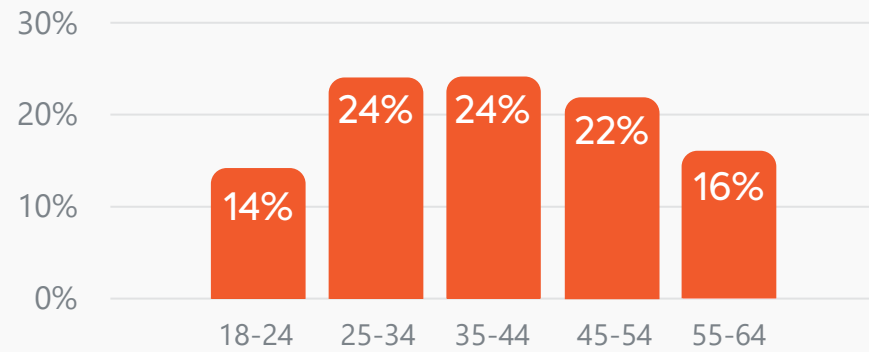


ecommerce annual growth
rate (CAGR 2021-2025) ⁽²¹⁾

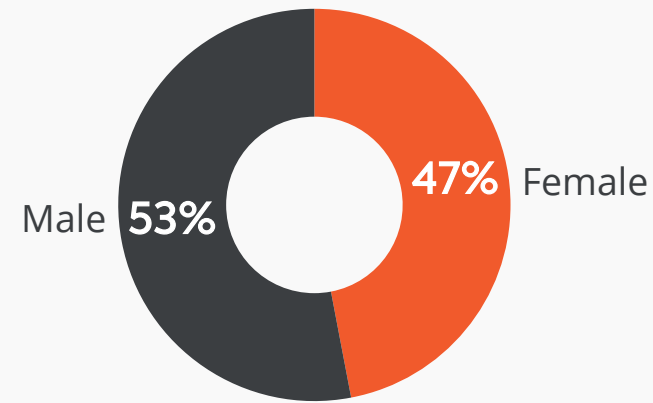
10%

The ecommerce shoppers

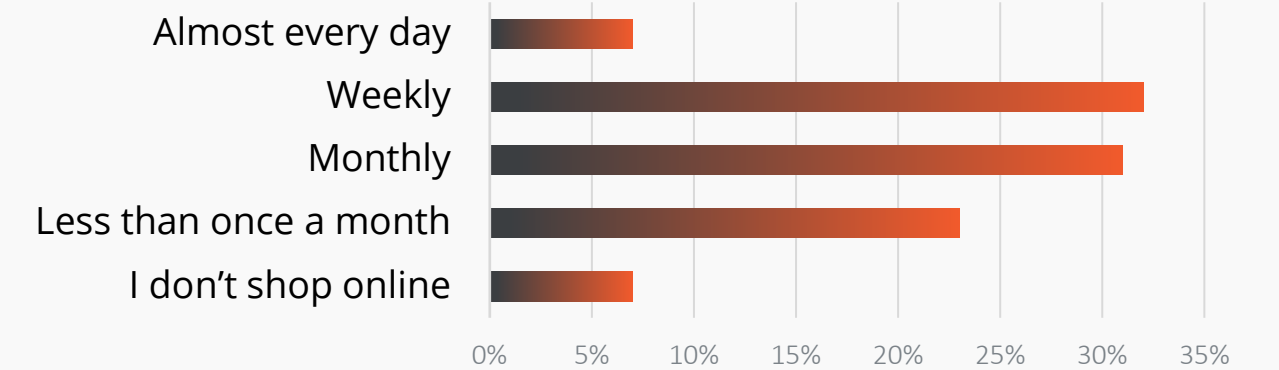
Ecommerce users by age ⁽²²⁾



Ecommerce users by genders ⁽²²⁾



Frequency of online purchases ⁽²³⁾

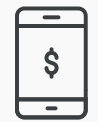


Most popular payment methods for ecommerce purchases ⁽²⁴⁾



Card

In Singapore, credit cards are the dominant form of payment for ecommerce transactions with 65% of transactions paid by credit card.



Digital Wallet

Digital wallets come in as the second most used payment method for transactions at 18% and is expected to grow to 26% by 2023. PayPal is the most recognised digital wallet. Singaporeans also use Apple Pay.



Bank Transfer

Singaporeans use bank transfers at a rate of 10% and this number is expected to increase by 2023.

Tax and Duties ⁽²⁵⁾



Online consumers are exempt from GST and import duties, if the total CIF value of their order does not exceed S\$400 (~US\$290). If the CIF value exceeds S\$400 purchases are subject to 7% GST.

Online shopping peaks ⁽²⁶⁾



June-July

Great Singapore Sale

An annual event organised by the Singapore Retailers Association; shoppers can purchase high-quality major brands at attractive discounts. Originally focused on in-store shopping, the event moved online as e-GSS in 2020, due to COVID-19 pandemic.

November

Black Friday & Cyber Monday

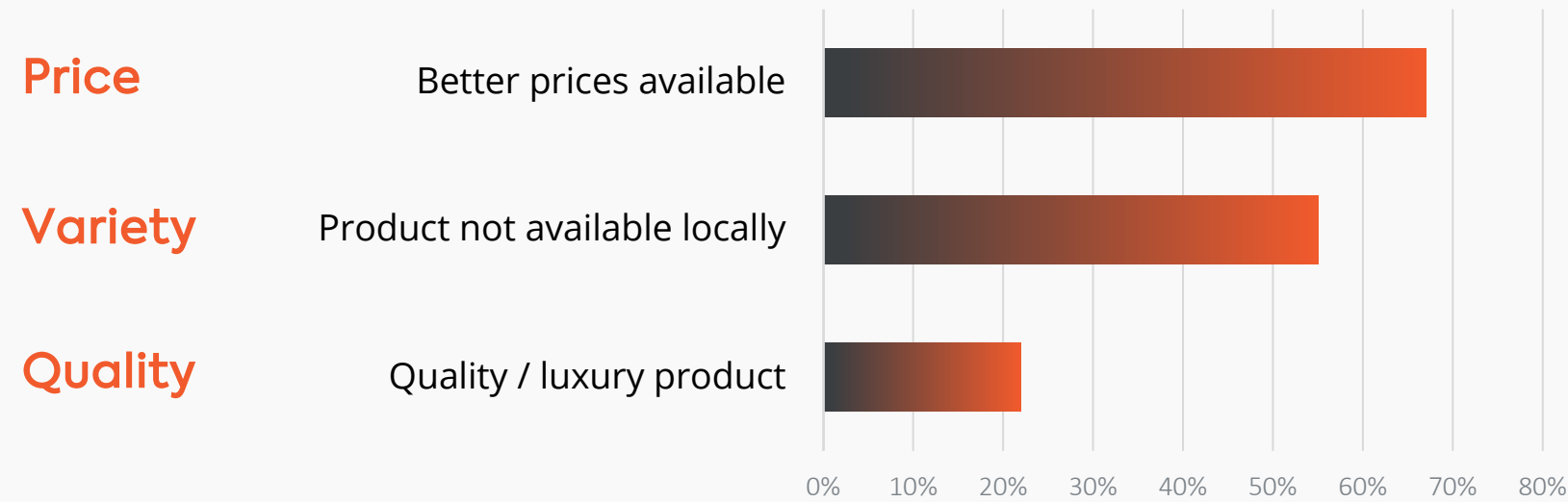
This global event has become a major online shopping event with many Singaporeans searching local & international sites to find deals. ⁽²⁶⁾

Top ecommerce product categories ⁽²⁷⁾

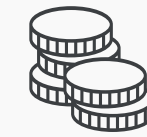


The Singaporean Cross-border Ecommerce Shopper

Top reasons for buying online cross-border ⁽²⁸⁾



Local shopping preferences ⁽³⁰⁾



>96%

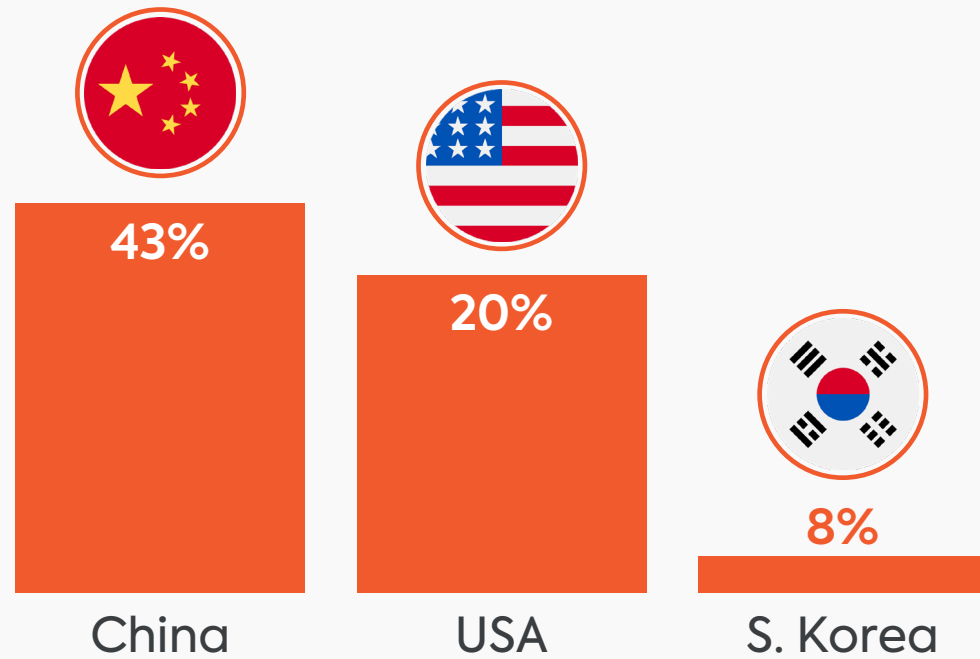
of Singapore cross-border online shoppers prefer to buy in their local currency (SGD)



>82%

of Singapore cross-border online shoppers who bought above the local threshold, opted to pay GST at checkout for a guaranteed landed cost

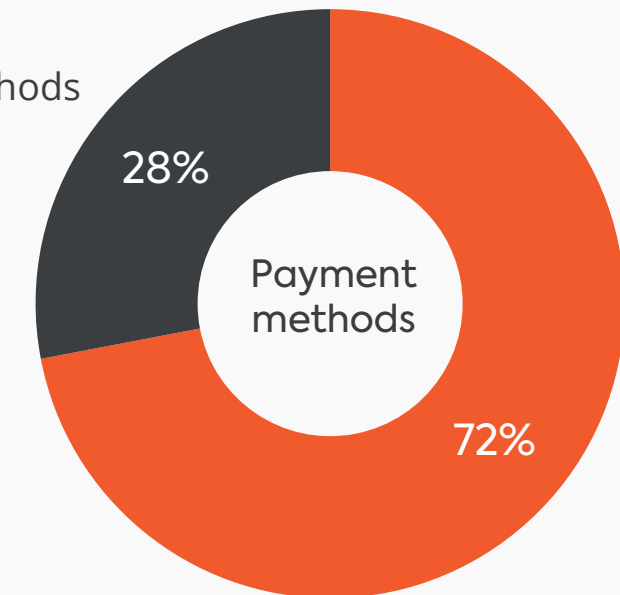
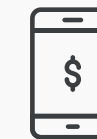
Top cross-border shopping origin markets ⁽²⁹⁾



51%

of cross border ecommerce purchases are made via a mobile device ⁽³⁰⁾

Alternative payment methods



Credit Cards



To discover more about increasing your online sales for the Singapore market, contact our cross-border ecommerce experts at info@global-e.com or visit our website: www.global-e.com

About Global-e

Global-e (Nasdaq: GLBE) is the world's leading platform to enable and accelerate global, direct-to-consumer cross-border ecommerce growth. The chosen partner of hundreds of retailers and brands across the United States, Europe and Asia, Global-e makes selling internationally as simple as selling domestically.

Our end-to-end ecommerce solutions combine best-in-class localisation capabilities, big-data best-practice business intelligence models, streamlined international logistics and vast cross-border experience, enabling online retailers to offer customers in over 200 destinations worldwide a seamless localised shopping experience. This includes local messaging per market, local pricing supported in 100+ currencies, 150+ local and alternative payment method, local tax and duty calculation with prepayment options for a guaranteed landed cost, multiple shipping options at attractive rates and easy returns.

For more information, please visit our website: www.global-e.com

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