

THAILAND E-COMMERCE

KASIKORNBANK THAILAND



WHY THAILAND

AS AN ATTRACTIVE
E-COMMERCE
DESTINATIONS



TIME SPENT ON
THE INTERNET

#1

BOTH ON
THE INTERNET
AND MOBILE
INTERNET

M-COMMERCE
PENETRATION

#2

52% BOUGHT
SOMETHING ONLINE
VIA A PHONE

VISITED ONLINE
RETAIL STORE

70%

71% SEARCHED
ONLINE FOR
PRODUCT TO BUY

FACEBOOK
CITIES

#1

BANGKOK,
THAILAND IS #8 AS
A COUNTRY (IN #
OF ACTIVE USERS)

FACEBOOK
ENGAGEMENT

#2

THE AVG. OF WHO
ENGAGE VS.
WHOM POSTS
REACH (6.99%)

VALUE OF ASIAN E-COMMERCE

YEAR 2016 (ONLY B2C)



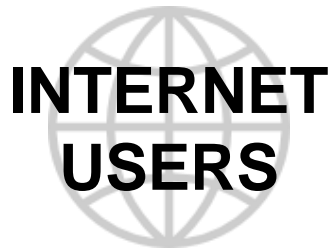
South East Asia Map

1		\$19.64 Billion Population 68.41 Million
2		\$17.48 Billion Population 30.22 Million
3		\$5.57 Billion Population 90.72 Million
4		\$5.29 Billion Population 255.13 Million
5		\$4.13 Billion Population 5.46 Million

DIGITAL LIFESTYLE IN THAILAND 2018

THAILAND MOVE MORE AND MORE DIGITAL

57
MILLION



+24%
SINCE
JAN 2017

56
MILLION



+ 3%
SINCE JAN
2017

51
MILLION



+11%
SINCE
JAN 2017

46*
MILLION
total number of social users
accessing via mobile



+10%
SINCE
JAN 2017

A SHIFT TOWARD SOCIAL COMMERCE IN THAILAND

THAILAND IS THE HEAVEN FOR SOCIAL COMMERCE



50%

online shoppers having purchased something through social media

Social commerce in Thailand is driven by social media giants Facebook, Instagram, Line, and YouTube. Many online shops now depend on these platforms by posting photos and details of products and accepting orders through inboxes. This new way of doing business is so popular it has taken up 50% of social commerce purchases.

SOCIAL MEDIA IN THAILAND 2018

THAILAND MOVE MORE AND MORE DIGITAL



49

MILLION
USERS



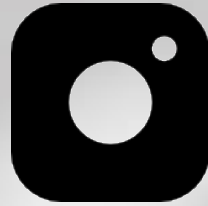
40

MILLION
USERS



41*

MILLION
USERS



13.6

MILLION
USERS

Remark: *Data as of Oct 2017

75%

ACTIVE
USERS

72%

ACTIVE
USERS

68%

ACTIVE
USERS

50%

ACTIVE
USERS

51 M

TOTAL NUMBER OF ACTIVE
SOCIAL MEDIA USERS

74%

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
TOTAL POPULATION

46 M

TOTAL NUMBER OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE

67%

ACTIVE MOBILE
SOCIAL USERS
AS A PERCENTAGE OF
TOTAL POPULATION

Source: We Are Social and Hootsuite , Digital Report Jan 2018

Source: We are Social Awards by Thoto Social 2018

Source: www.marketeer.online.co.th



WHY KBANK

TOP THAILAND BASED APPS BY ALL-TIME DOWNLOADS

#1



#2



#3



#4



#5





TOP APP RANKINGS 2018

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS

1 LINE

LINE

2 FACEBOOK

FACEBOOK

3 FACEBOOK MASSENGER

FACEBOOK

4 INSTRAGRAM

FACEBOOK

5 K-MOBILE BANKING

KASIKORNBANK

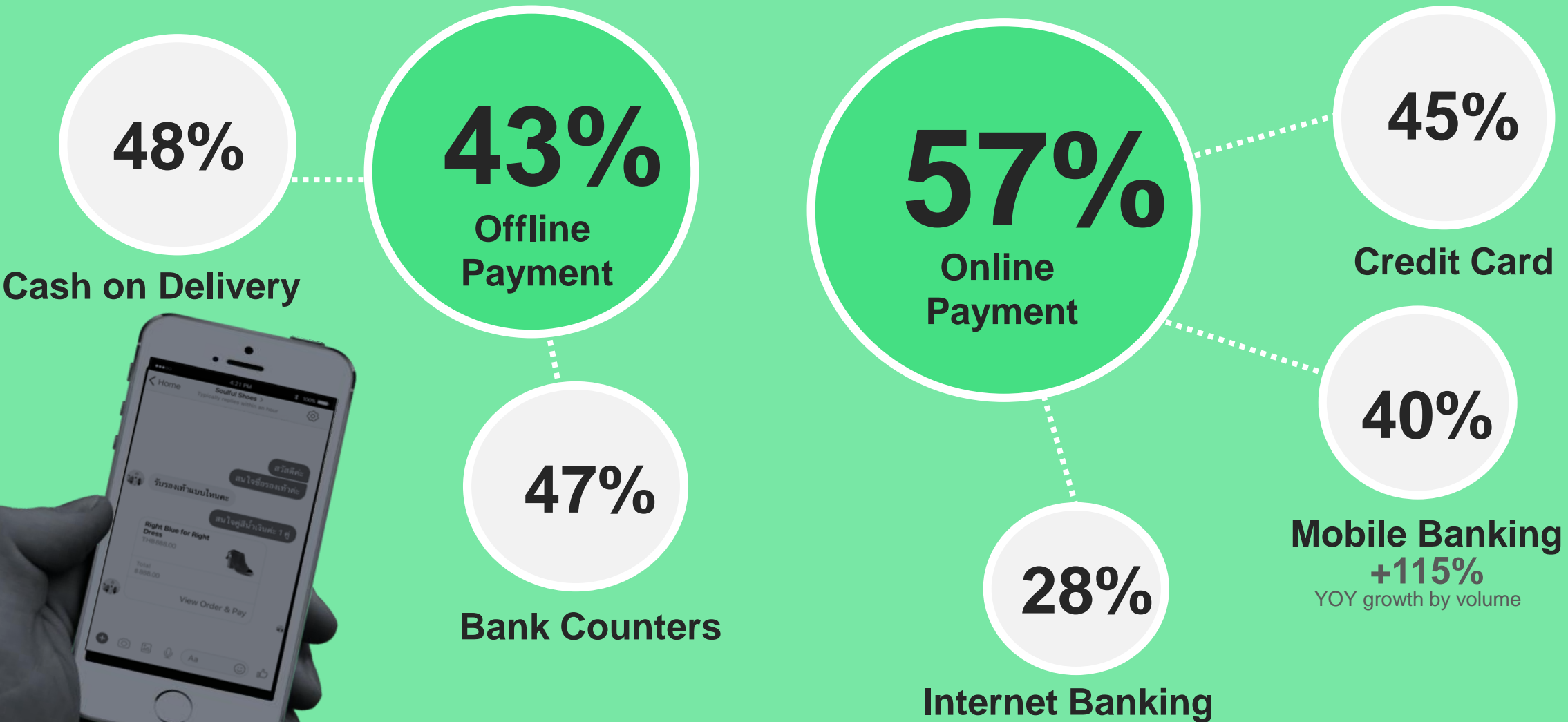
ONLINE SHOPPERS IN THAILAND



BROWSING PRODUCTS

DISCUSSING DETAILS

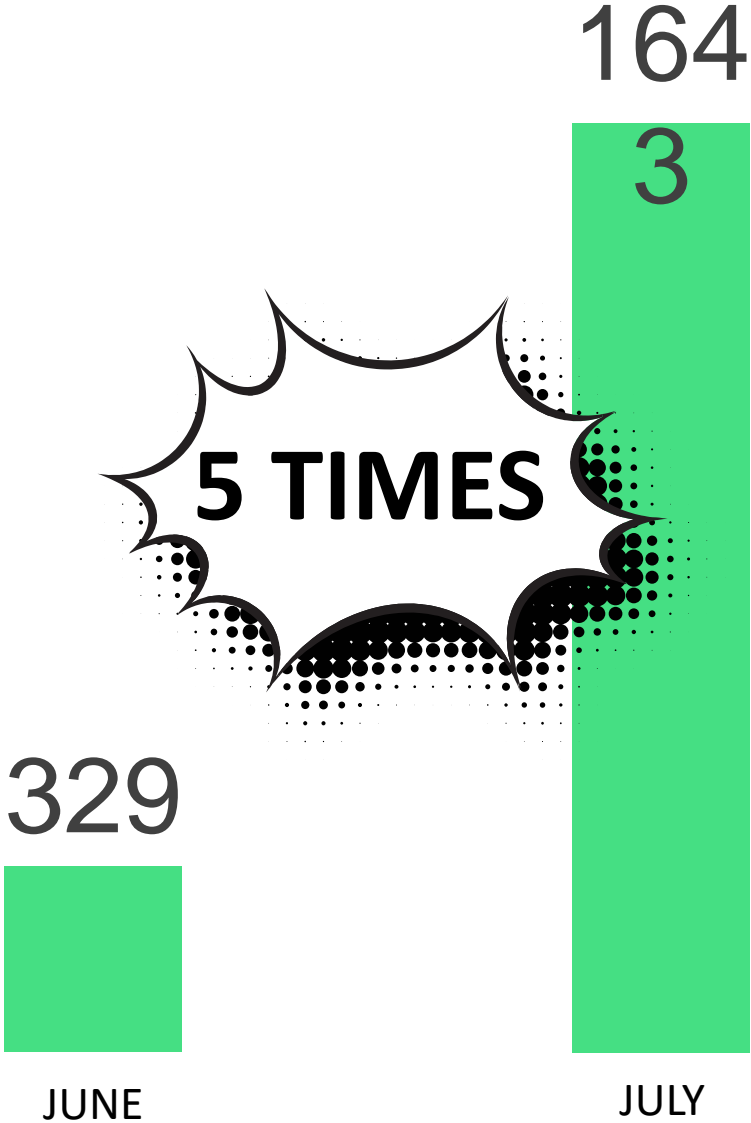
PREFERRED E-COMMERCE PAYMENT METHODS IN THAILAND



Source: Thailand Internet User Profile by Electronic Transaction Development Agency, 2017

FEEDBACK ON PAY WITH KPLUS

AVERAGE TRANSACTION PER DAY



IMPACT TO THAILAND

01 GROWTH IN ONLINE COMMERCE

02 BENEFIT TO ONLINE SHOPPERS

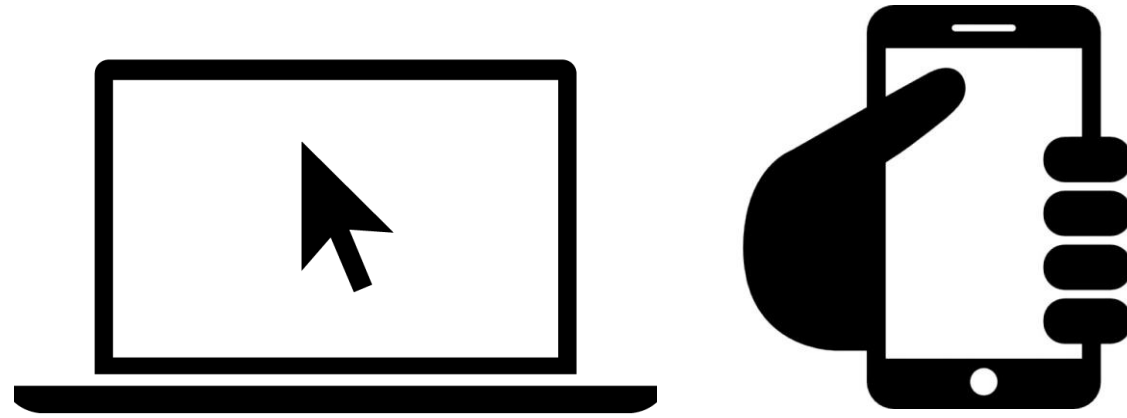
03 OPPORTUNITY FOR SME TO GROW

04 FINANCIAL INCLUSION FOR SHOPPERS AND SME

SME

SME PREPARATION





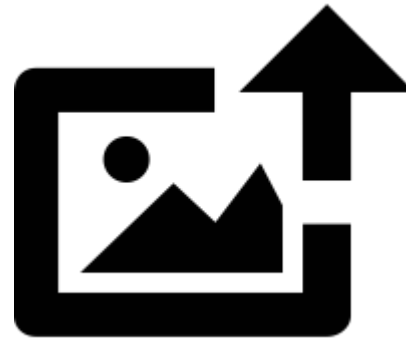
ONLINE SKILL



**ONLINE
ONBOARDING**



**PHOTOGRAPHIC
SKILL**



**UPLOAD
PICTURES**



**ONLINE
SECURITY**



THANK YOU

