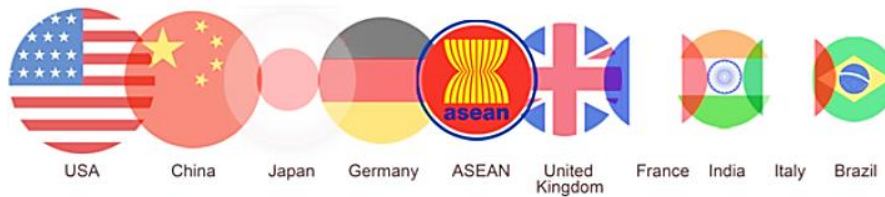


COVID 19 & E-COMMERCE



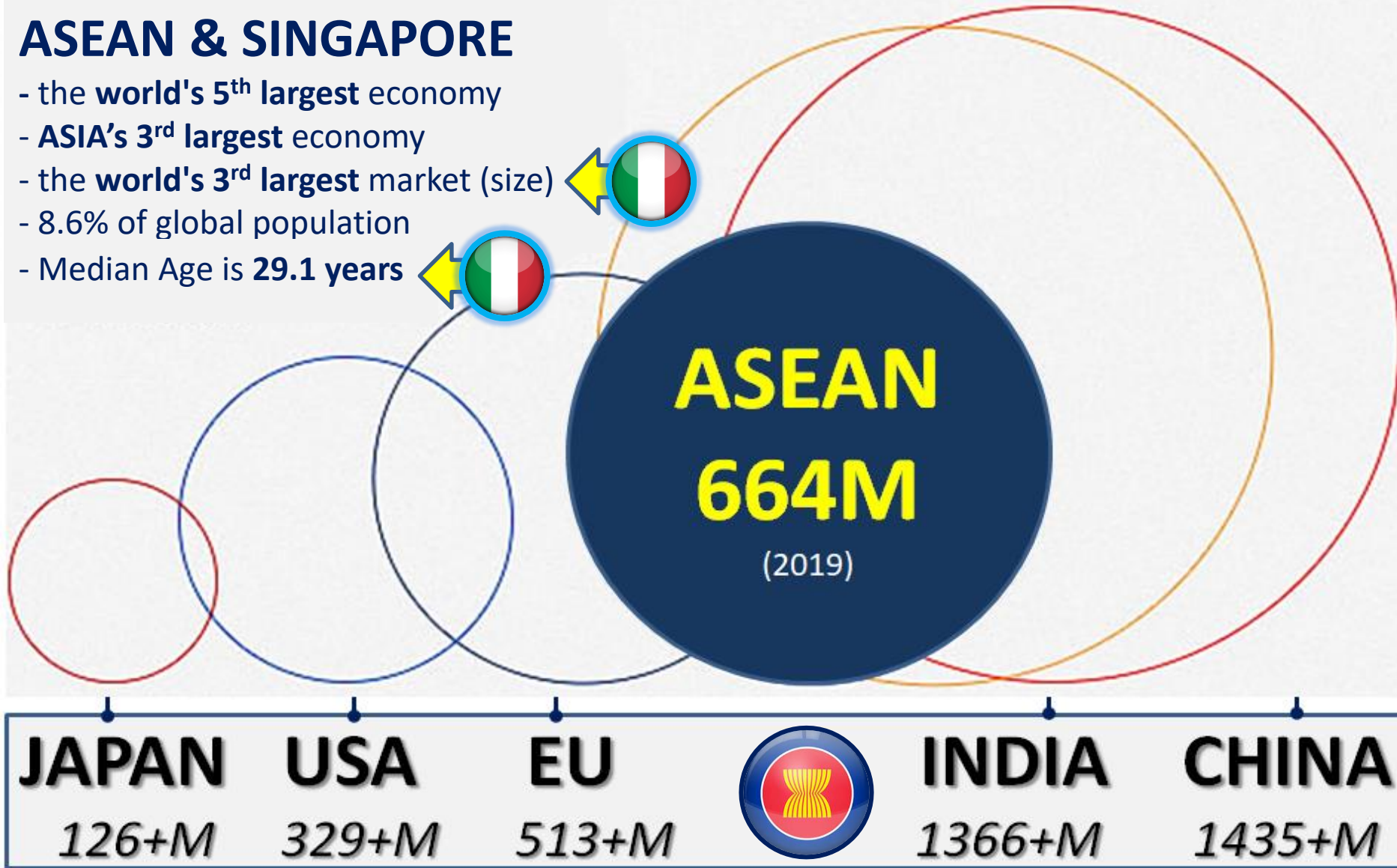
SINGAPORE MARKET





ASEAN & SINGAPORE

- the world's 5th largest economy
- ASIA's 3rd largest economy
- the world's 3rd largest market (size)
- 8.6% of global population
- Median Age is 29.1 years



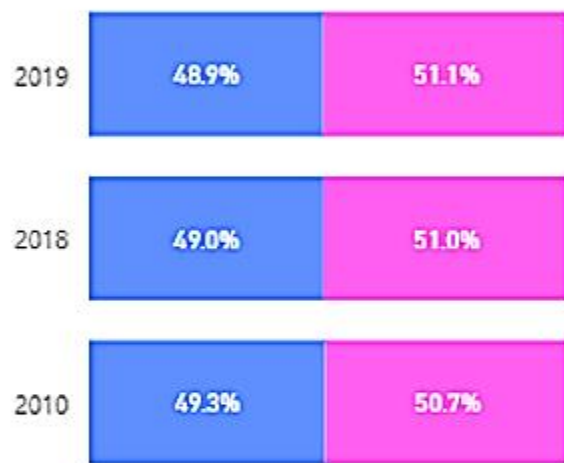
CONSUMER BASE - SINGAPORE

POPULATION



Sex Composition of Resident Population

♂ Males ♀ Females



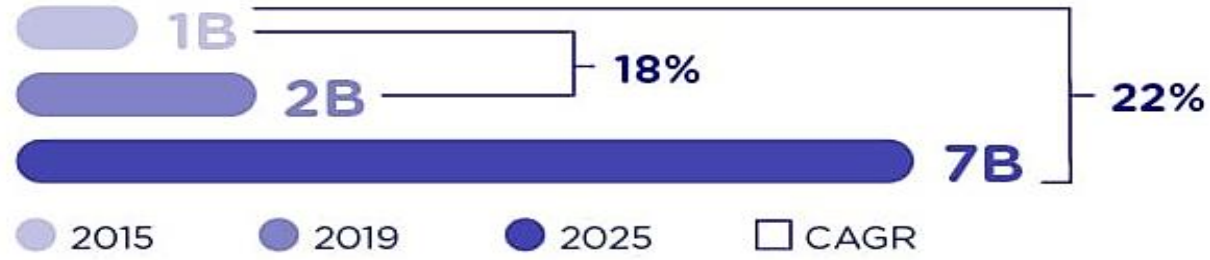
Resident population growth remained stable.



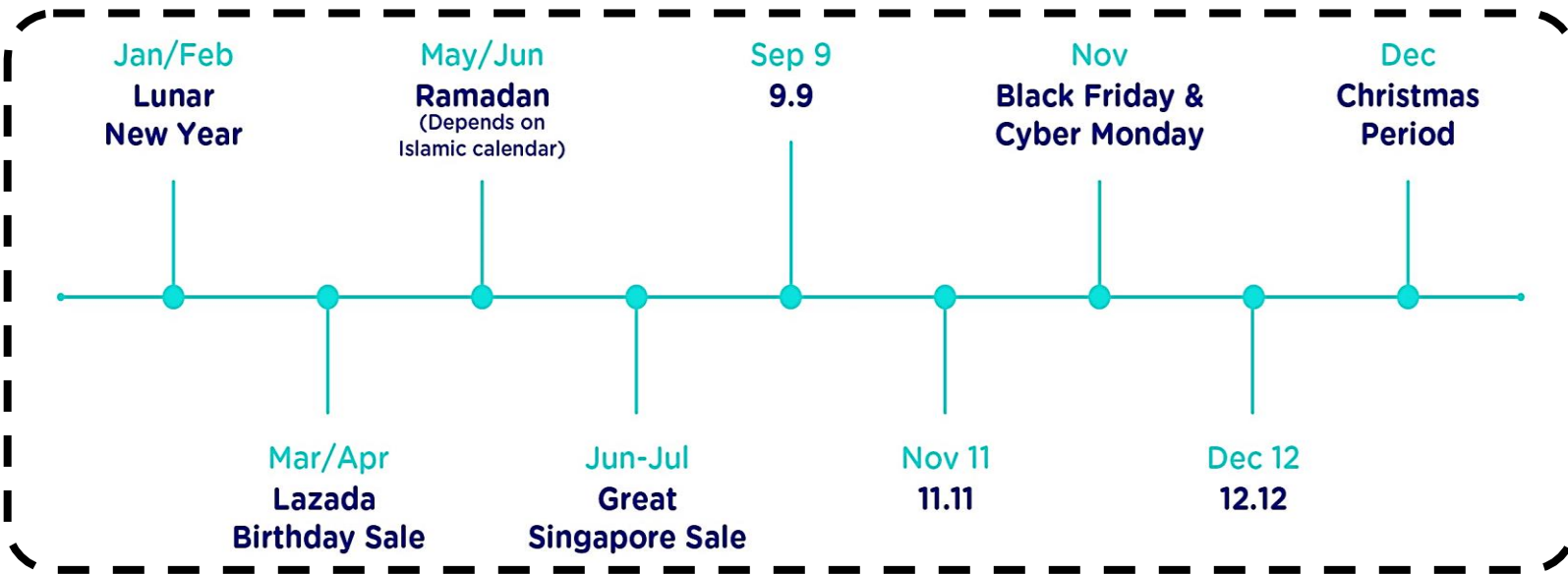
CONSUMER BASE – CONSUMER EXPECTATIONS



SINGAPORE'S E-COMMERCE



Singapore's E-Commerce Growth



Singapore's Key E-Commerce Events

SINGAPORE'S E-COMMERCE



WHY E-COMMERCE...

- Changing landscape
(cost, infrastructure - internet / mobile & urbanization)
- Consumer expectations
(selection - variety, convenience & 'best price')



CHANGING LANDSCAPE & CONSUMER EXPECTATIONS

+ COVID19



- Long-standing macroeconomic factors like **rising costs** & **labour crunch** due to tighter foreign worker policies.



Price and price perception



Selection



Convenience



Service & Experience



SINGAPORE'S E-COMMERCE



COVID19's Impact Overview

REACTION TO COVID 19



75%

Are concerned for their family



4 - 6

Months is the time that people think it will last



91%

Check the news at least once a day



72%

Had to re-evaluate their travel plans



44%

Spent more time playing online games



30%

Purchased additional personal health insurance

IMPACT OF COVID 19

SHOPPING & EXTERNAL ACTIVITIES



37%

Increased their online shopping activities



31%

Reduced shopping from brick & mortar stores



57%

Reduced their outdoor entertainment activities



55%

Visit malls less often



51%

Are eating out less



41%

Started working from home more than before

WINNERS – LOSERS



Liquid antiseptic



Baked beans



Canned food



Hand sanitizer



Multi vitamins



Base makeup



Lip care



Liquid essence



Beauty eye care



Chocolate

SINGAPORE'S E-COMMERCE

THE FUTURE – HIGHER PENETRATION (ONLINE)



PERSONAL CARE PRODUCTS

76% 78% 79%



HOME CARE PRODUCTS

71% 74% 73%



HEALTH & WELLNESS PRODUCTS

75% 75% 76%



E-COMMERCE CHANNELS FOR FMCG ARE DOMINANT

BEFORE COVID-19

DURING COVID-19

AFTER COVID-19

higher penetration of online shopping (FMCG products) & will remain (pandemic ends)

bought packaged & mineral water (27%) & functional drinks (24%) in an effort to keep healthy;



BEVERAGES

65% 67% 67%

purchased frozen (24%) & instant foods (26%) most often



PACKAGED FOOD

68% 72% 72%

bought raw food (12% - the least); prefer foods that can be kept for a longer time (vs perishables)

* **Non-FMCG** products, the 'electronic durables category' saw the highest increase during the outbreak & likely to maintain this pattern even when the pandemic ends

SINGAPORE'S E-COMMERCE ONLINE – THE NEW NORM (POST-COVID19)

Recommended 1

COVID-19 SPECIAL

Online shopping trend set to stay after curbs ease, say analysts



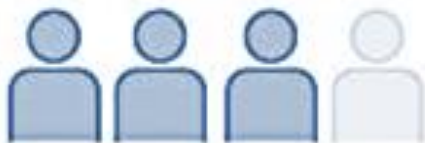
Top categories of items bought online include the following, with the percentages reflecting sales increases in the week ending **May compared with January**:

EXERCISE BANDS:	323%
PET GROOMING SUPPLIES:	242%
WEB CAMS:	217%
JIGSAW PUZZLES:	214%
BEAN BAG CHAIRS:	165%
SEASONINGS & SPICES:	157%
DEODORANT & ANTIPERSPIRANT:	157%
DESKS:	152%
BEVERAGES:	152%
SHAVING & GROOMING:	152%
SMALL ANIMAL SUPPLIES:	135%
YOGA & PILATES EQUIPMENT:	132%
LAPTOPS:	131%
CONDIMENTS & SAUCES:	130%



SUMMARY – IMPACT OF COVID19

Comfortable with eCommerce, more Singaporeans are shopping online



3 in 4

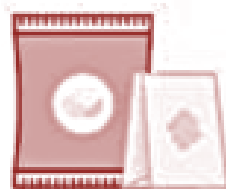
Singaporean internet users have purchased items online before

Customers are more dependent on online shopping, hence volumes will continue to increase;

Online Orders for Essentials Surged for online grocers:



Groceries



Snacks



Personal Hygiene Items



Health Supplements

Items that help them to work better, stay fit and play together at home are potentially seeing more demand.



Work From Home Related Items



Sports and Fitness



Board Games and Arts and Craft Products

Customer's expectations:

- **Variety**
- **Stock Availability**
- **Price**
- **Service**

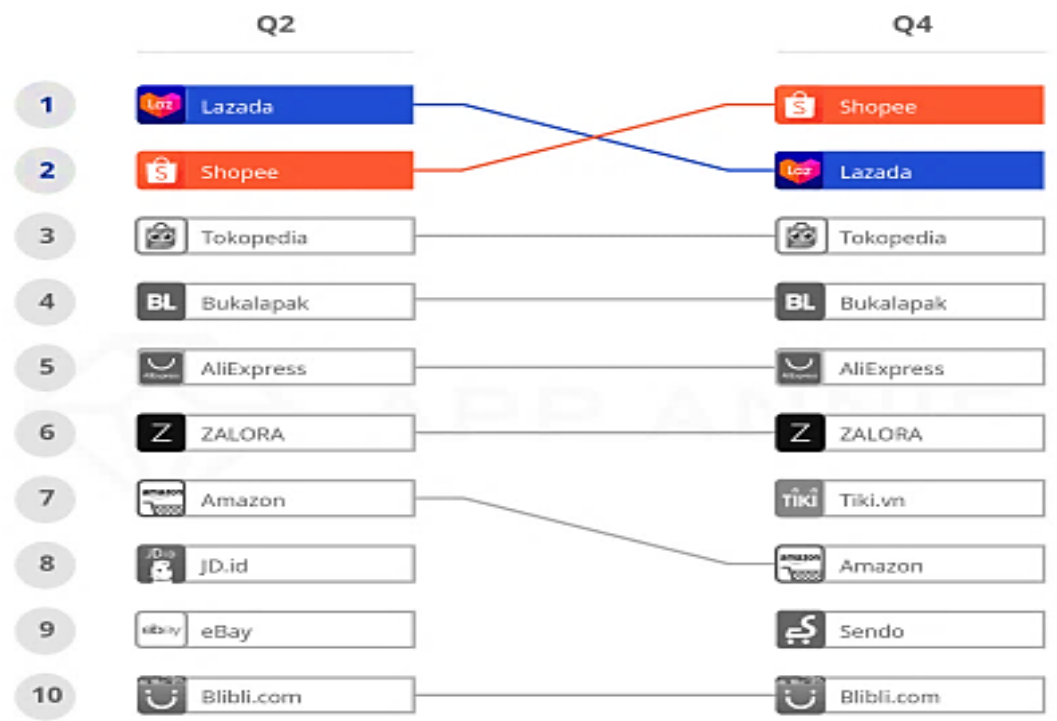
THE KEY 'PLAYERS' (SINGAPORE – ASEAN)

Shopee & Lazada →
dominate across the big
six economies (in ASEAN)



Online Shopping Sites 2019

	Delivery Speed available	Ease of Shopping	Costs of Shopping
LAZADA	★★★★	★★★★★	★★★★
Shopee	★★★★	★★★★	★★★★
淘宝网 Taobao.com	★★	★★★	★★★★★
Qoo10	★★★★	★★★★	★★★★
amazon	★★★★★	★★★★	★★★★



Top 10 Most Used E-Commerce Apps in Southeast Asia

based on Monthly Active Users



FRUIT & VEGETABLE IMPORTS



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Singapore's Food Supply

[The Food We Eat](#)

[Meeting Singapore's Food Supply](#)

[Knowing Your Food Alternatives](#)

[Funding Schemes](#)

[Supporting Local Produce](#)

The Food We Eat

With little farming land, Singapore imports over 90% of the food consumed in the country. The food at our local markets mainly comes from overseas. In 2018, our local farms produce only a small amount of food that we eat in Singapore:

- 13% of all the vegetables
- 9% of all the fish
- 24% of all the eggs

Relying so heavily on food supplied from overseas means that we face unique challenges in ensuring a steady supply of food for the population of Singapore, especially given our great love of food.

As a nation that produces little food, Singapore must accept prices set by food producers. This means that any shifts in global food supply will affect Singapore, including increases in food prices.

Singapore imports **over 90% of the food consumed** in the country.

MARKET ENTRY STRATEGY



BEP: Business Entry Program – Singapore Incubator



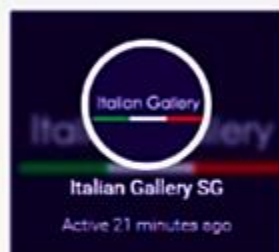
Search in this shop

In This Shop



Kids Mask Oversized Tee Mini Fridge Casio Watch Black Mask Bathroom Organizer Wireless Earbuds Baking Tray

< BACK TO SHOP HOME



SHOP CATEGORIES

All Products

Pasta & Rice

Pasta Sauce

Sauces & Dressing

Dressing

Biscuits & Sweets

Coffee Capsules

Honey, Jam & Spread

Sort by

Popular

Latest

Top Sales

Price

1/2



Meseta - Capsule
Compatibili Nespresso...

\$4.50

30 sold



Meseta - Capsule
Compatibili Nespresso...

\$40.40

5 sold



Nespresso Compatibile
Capsules - Classic

\$5.10

3 sold



Ready To Cook Saffron
Risotto

\$11.40

2 sold



Ready to Cook Porcini
Mushroom Risotto

\$11.40

1 sold



Meseta - Capsule
Compatibili Nespresso...

\$4.50



Meseta - Capsule
Compatibili Nespresso...

\$4.50



Meseta - Capsule
Compatibili Nespresso...

\$4.50



Nespresso Compatibile
Capsules - Arabica

\$5.10



Meseta - Capsule
Compatibili Nespresso...

\$4.50

57



PROUDLY 'SINGAPORE'
* Singapore Company



ADVISORY / TALKS

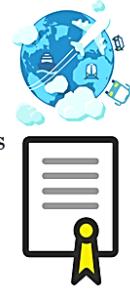
- * Singapore Market Entry
(* *India Entry Talks – 2021*)
- * Regulations (Singapore / India)
- * Pricing Policy (Singapore / India)
- * Distribution Policy

LOGISTICS

- * International logistics

PAPERWORK

- * Import Licenses



NETWORK

- * Embassies (in S'pore)
- * Trade Associations
- * India (+ Overseas) Setup

- * Government Agencies
- * Retail Network
- * Overseas Sales Network



WAREHOUSES

- * Ambient
- * Air Conditioned
- + Chillers
- + Freezers



LABELS

English Labels
- Ingredients
- Company details

OIML R 79
OIML R 87

Packaging

BUSINESS CULTURE

MANY CULTURES, ONE NATION

B2C B2B EXPORT

HORECA

Singapore Food Agency

TEST REPORTS

CODEX ALIMENTARIUS International Food Standards

HALAL VEGETARIAN

TRENDS

WEATHER CHOICE

IP TM

SINGAPORE INCUBATOR

"sellers supporting sellers"

GUARANTEE COST



50+ SELLERS

Foreign & Local



200+ BRANDS

Foreign & Local



5000+ SKUs

Foreign & Local

MULTIPLE CHANNELS

Online + Offline

recmart LAZADA amazon.com ooto SHENGENS Fair Price Cold Storage Giant Cheers

SEVEN DAYS A WEEK

one STOP SERVICES

PRODUCTIVITY

E EXPERIENCE

E² "ENGAGE + EDUCATE"
strategic business opportunities & success

E EXPOSURE



Thank
you





b u s i n e s s
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r
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