

SUMMARY

E-COMMERCE TRENDS IN ASIA PACIFIC

An overview of the regional landscape and analysis of trends in the Retail, Consumer and Technology sector.

Asia Pacific is a truly unique region, with market maturity levels and custom processes differing across countries in the region. As brands in the region scale up their e-commerce business while balancing a stellar customer experience, strategies are constantly changing to manage inventory and minimize lead time.

Here are some key trends and takeaways.

1

Quick tips for success for B2B companies

- Aim to match the customer experience and service level of B2C
- Develop a flexible supply chain network to meet changing online orders
- Diversify risks and build resilience in your supply chain
- Put inventory visibility as a core requirement
- Adapt to the local market but never compromise on security, safety and compliance



2

Trends in Retail & Consumer goods



Use of multiple channels - Focus on brand.com while also leveraging local e-tailers



Increased demand for short term storage and overflow warehousing services



Rapid build of online sales presence and update of route-to-market strategy



3

Trends in Technology goods



Increased demand for technology devices & infrastructure to support work-from-home



Move to direct-to-consumer to counter declining retail sales



Return options, technical service capabilities and value added services (eg. packaging) are crucial



4

Factors to consider when choosing an IT system

- Scalability and ability to flex up and down
- Security and Personal Data Protection
- Capability to deliver through the full lifecycle



Additional tip for B2B companies moving to omni-channel:

You will need to anticipate a larger variation in demand, as compared to purely B2B. Your system should be able to continuously optimize inventory allocation, with the ability to perform task prioritization and evolve your resource management strategy.

How can we support your e-commerce journey?

Regional expertise

We operate in:

13 countries in APAC

80 customers across sectors



For further information, please contact our experts.

End-to-end services

Together with other DHL Business units and our local partners, we provide:

- Technology to integrate order management with marketplaces
- Regionalized fulfillment with transactional pricing
- Multi-carrier options with seamless integration
- Easy and efficient return services
- Value added services, eg technical service capabilities

World-class systems



Standardized IT & operational processes



Fast implementation times with minimal risk



Strategy 2025 focus on digitalization and automation

Innovation in operations



Warehouse robotics



Smart devices



AI & analytics