E-Commerce in Asia-Pacific 2026

ECDB

What This Report Covers

Asia-Pacific has been the largest e-commerce region on earth for almost a decade. Five chapters map its scale, its retailers, its five very different markets, and the cross-border flows that run outward.

Sources: ECDB

INTRODUCTION

More Than Half the World, Since 2017

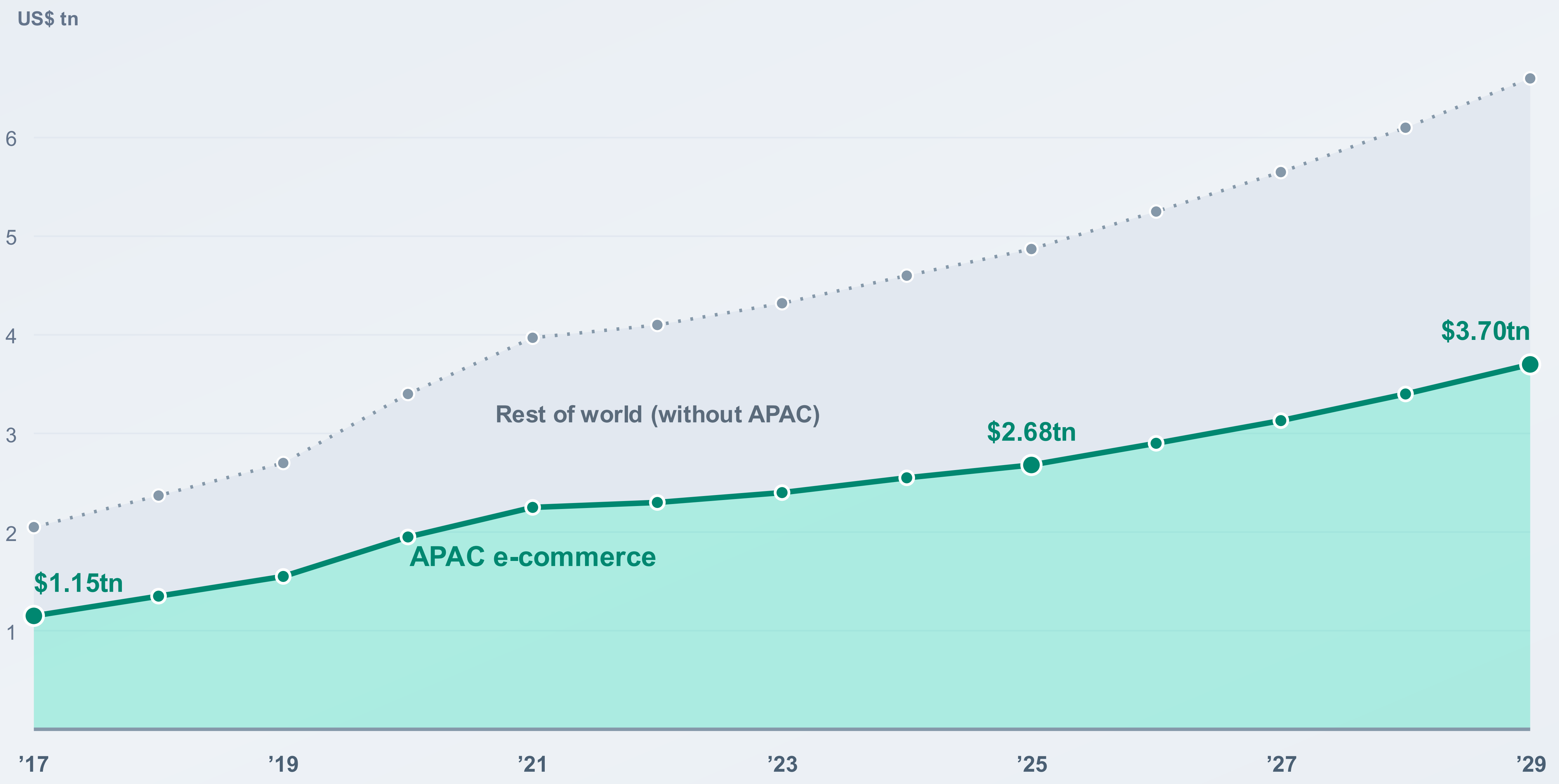
APAC is not an emerging region to watch; it has been the **largest e-commerce region on earth** for almost a decade. It was 56% of world online retail in 2017 and is still 55% today, having more than doubled to USD 2.68 tn.

SO WHAT

The scale question is settled. The useful questions are how digitized each market is, who owns them, and why a region this large barely imports — it **exports**.

APAC Is More Than Half of Global E-Commerce

E-commerce revenue, APAC vs rest of world (US$ tn, 2017 to 2029 forecast)

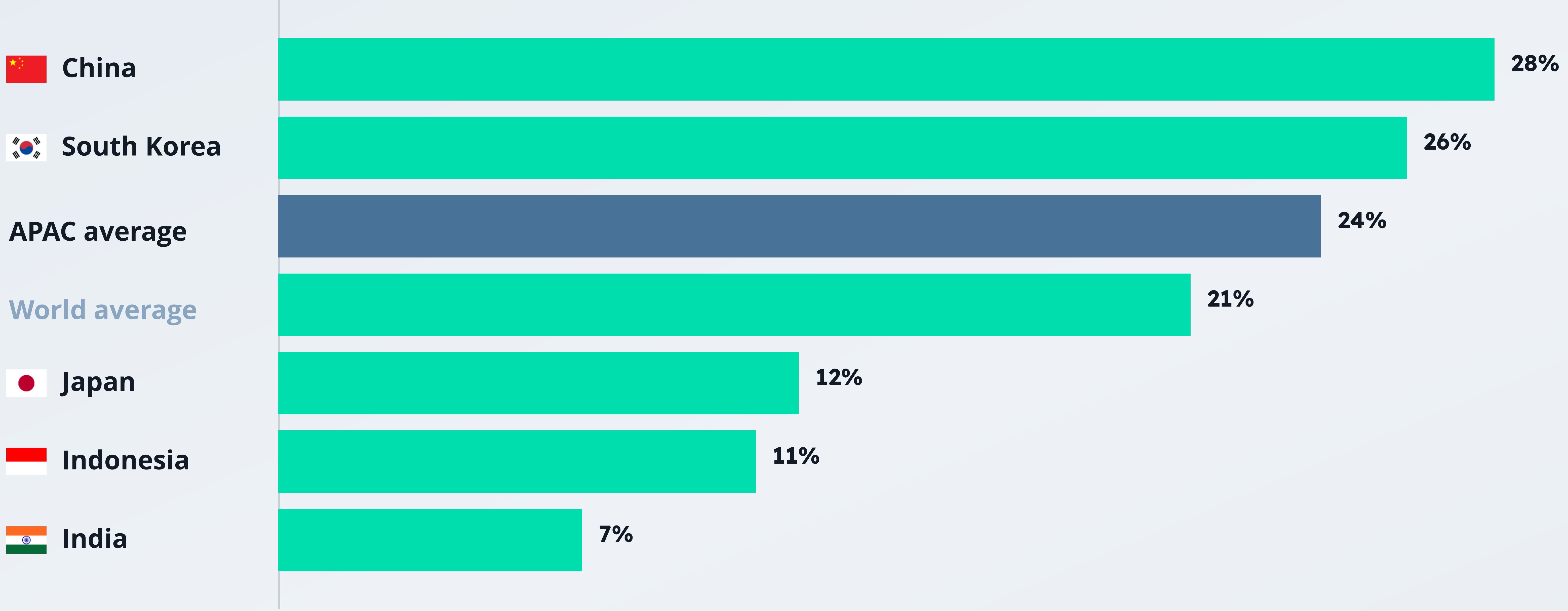


Notes: APAC is ECDB's Asia-Pacific region aggregate covering 25 markets from Australia to Vietnam.

Sources: ECDB

How Digitized APAC Really Is

Region-wide, e-commerce is 24% of retail, above the world average. But the spread is enormous, from near-saturated China and Korea to mostly-offline Japan and India.



Notes: E-commerce as a share of total retail sales, 2025.
Sources: ECDB

The Growth Has Moved South and West

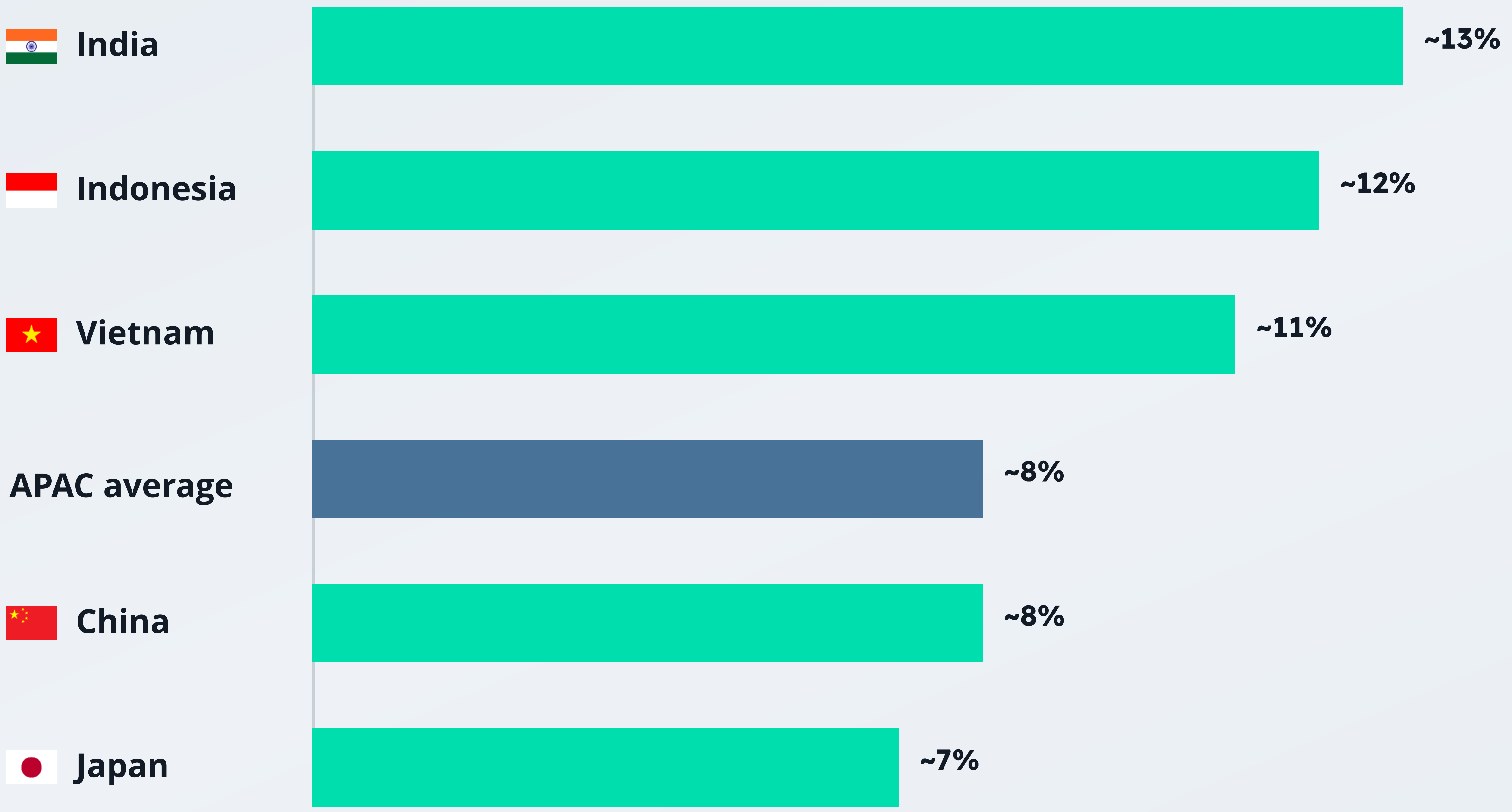
The scale is in China, but the growth is elsewhere. **India, Indonesia and Vietnam** are compounding at double digits to 2029, while mature markets settle into single digits.

SO WHAT

The largest market and the fastest-growing one are not the same place. The runway is **deepest where digitization is lowest** .

Where the Growth Is Moving

E-commerce revenue growth to 2029 (annual, 2025 to 2029)



Notes: Annualised growth of e-commerce revenue, 2025 to 2029 modeled forecast.

Sources: ECDB

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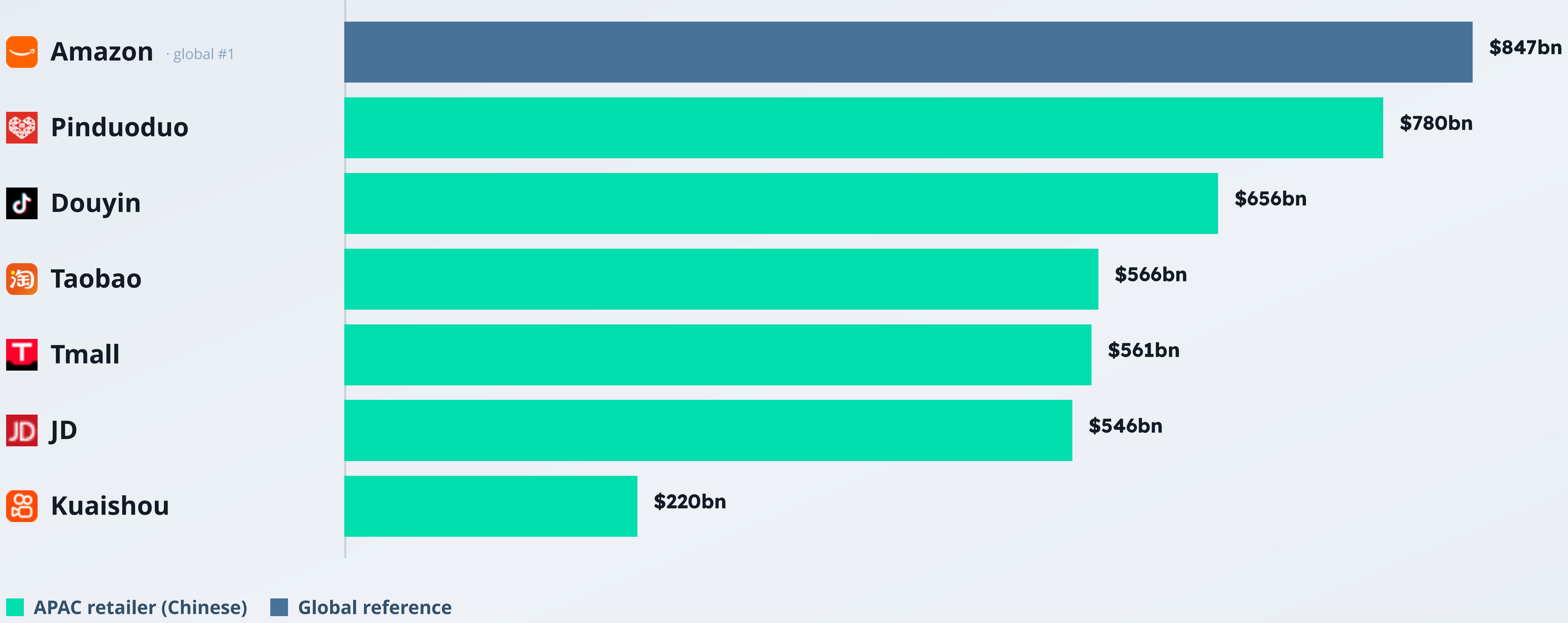
The Largest Retailers in APAC

The biggest retailers in the world are APAC retailers, almost all Chinese. Shown against Amazon, the global number one, five of them are within reach of its scale.



Notes: Retailer GMV incl. third-party sellers. Amazon shown for reference, not an APAC retailer. Taobao and Tmall are both Alibaba.

Sources: ECDB

Who Leads Each Market

APAC has no single champion. Each market has its own leaders, and the model shifts from marketplace to social to fast delivery as you move across the region.

Market	Leading retailers	What defines it
China	Taobao, Tmall, JD, Pinduoduo, Douyin	Marketplaces plus social commerce at scale
Japan	Rakuten, Amazon, Yahoo	Mature, loyalty and points driven
South Korea	Coupang	One dominant retailer, same-day delivery
Southeast Asia	Shopee, Lazada, TikTok Shop	Marketplaces plus livestream, mobile-first
India	Flipkart, Amazon	A two-horse race, fast growth

SO WHAT

There is no APAC-wide retailer strategy. A brand needs a different partner in each market: **Alibaba and JD in China, Coupang in Korea, Shopee across Southeast Asia, Flipkart or Amazon in India.**

Notes: Leading retailers by GMV in each market. Named retailers are the primary channels, not an exhaustive list.

Sources: ECDB

The Countries at a Glance

Beneath the regional headline sit very different markets — from the giant to the frontier. These five define APAC.

Market	2025	2029	Growth	Online share
China	US$ 2.04 tn	US$ 2.78 tn	~8%	28% · most digital
India	US$ 138 bn	US$ 224 bn	~13%	7% · deepest runway
Japan	US$ 128 bn	US$ 165 bn	~7%	12% · offline heavy
South Korea	US$ 112 bn	n/a	~6%	26% · near saturation
Southeast Asia	~US$ 186 bn	fast	10–13%	10–15% · rising

SO WHAT

One region, five stories: a maturing giant, a vast early market, two digitized but slow-growing economies, and a young, fast-rising South. **A single APAC plan cannot serve all five.**

Notes: Southeast Asia aggregates Indonesia, Thailand, Vietnam, Malaysia, the Philippines and Singapore. Korea 2029 not shown.

Sources: ECDB

China · THE GIANT

The single largest e-commerce market in the world, the most digitized major economy, and the birthplace of social commerce. China alone is more than 40% of global online retail.

$2.04tn	**+8%/yr**	**28%**	**5**
E-commerce, 2025	To $2.78 tn by 2029	Online share, the highest	Retailers over $500 bn GMV

LEADING RETAILERS

1	Pinduoduo	$780bn
2	Douyin	$656bn
3	Taobao	$566bn

Invented the future of commerce

China is where social and livestream selling reached trillion-dollar scale. It is also the hardest market to enter directly, which is why most of its supply reaches the West through cross-border retailers instead.

SO WHAT

China is the reference point for where commerce is heading, and the supply base for much of the world. For most brands the route in is a marketplace like Tmall or a cross-border play, not a direct build.

Notes: Country e-commerce revenue and retailer GMV, ECDB modeled estimates.
Sources: ECDB

India · THE FUTURE

The fastest-growing major market in APAC, compounding at around 13% a year, with the deepest runway in the region: only 7% of retail is online today.

$138bn
E-commerce, 2025

+13%/yr
To $224 bn by 2029

7%
Online share, lowest of the big markets

2
Anchors: Flipkart, Amazon

LEADING RETAILERS

1	Flipkart	$25bn
2	Amazon India	$24bn
3	Meesho	$5bn

A market still being built

India will add more than 60% to its e-commerce by 2029. Flipkart and Amazon are the two anchors, but with online still a small share of retail, the runway is long and the landscape is not yet settled.

SO WHAT

India is the long game: enormous, early and growing fast. A brand entering now buys into a market that will be half as large again within five years, before the field is fixed.

Notes: Country e-commerce revenue and retailer GMV, ECDB modeled estimates.
Sources: ECDB

Japan · THE MATURE MARKET

The wealthy, cautious North of APAC. High income but surprisingly offline: only 12% of retail is online. Defined by loyalty, points and service, not price.

$128bn
E-commerce, 2025

+7%/yr
To $165 bn by 2029

12%
Online share, low for its wealth

Rakuten
Local champion, points-led

LEADING RETAILERS

1	Amazon Japan	$60bn
2	Rakuten	$32bn
3	Yahoo Japan	$25bn

Won on service, not price

A loyalty and points-driven market led by Rakuten and Amazon. Shoppers are cautious and service expectations are high. The offline share is large, so patient operators have room to grow as it shifts.

SO WHAT

Japan rewards service and trust, not discounts. Entry means meeting a high bar on experience and, often, partnering with an incumbent rather than trying to out-scale it.

Notes: Country e-commerce revenue and retailer GMV, ECDB modeled estimates.
Sources: ECDB

South Korea · THE CONCENTRATED MARKET

One of the most digitized and most concentrated markets on earth. A quarter of retail is already online, and a single retailer, Coupang, defines the experience through speed.

$112bn
E-commerce, 2025

26%
Online share, near saturation

$57bn
Coupang GMV

Coupang
Dominant, logistics-led

LEADING RETAILERS

1	Coupang	$57bn
2	Naver	$35bn
3	Gmarket	$12bn

Speed is the moat

Coupang dominates on same-day and overnight delivery, a logistics-led model closer to Amazon than to a marketplace. With online near saturation, growth is incremental and won on service, not new demand.

SO WHAT

Korea is a margin market, not a land grab. Winning means matching an extreme delivery bar set by Coupang, or partnering with it, rather than competing on reach.

Notes: Country e-commerce revenue and retailer GMV, ECDB modeled estimates.
Sources: ECDB

Southeast Asia · THE FRONTIER

A sub-region of six fast-rising markets, together about US$ 186 bn. Mobile-first, social- and livestream-led, consolidating around a handful of regional retailers with TikTok Shop surging.

~$186bn
Six markets combined, 2025

10–13%
Annual growth, the fastest tier

$68bn
Indonesia, the largest

Shopee
Regional leader, $127 bn

LEADING RETAILERS

1	Shopee · regional	$127bn
2	Lazada	$32bn
3	TikTok Shop	surging

The China playbook, copied fast

Shopee and Lazada anchor the region as marketplaces, while TikTok Shop brings social commerce, already billions per country. Indonesia leads, with Thailand, Vietnam, Malaysia, the Philippines and Singapore behind.

SO WHAT

Southeast Asia is the highest-growth, most mobile-first corner of APAC. It is where a brand can still build early share — if it designs for a phone and a livestream, not a desktop store.

Notes: Country e-commerce revenue and retailer GMV, ECDB modeled estimates.
Sources: ECDB

Identify Where Growth Is Actually Happening

- Assess any retailer or market before you commit to a strategic direction
- Spot where momentum is building so you can focus on where it counts
- Brief your stakeholders backed by structured market intelligence

Discover More

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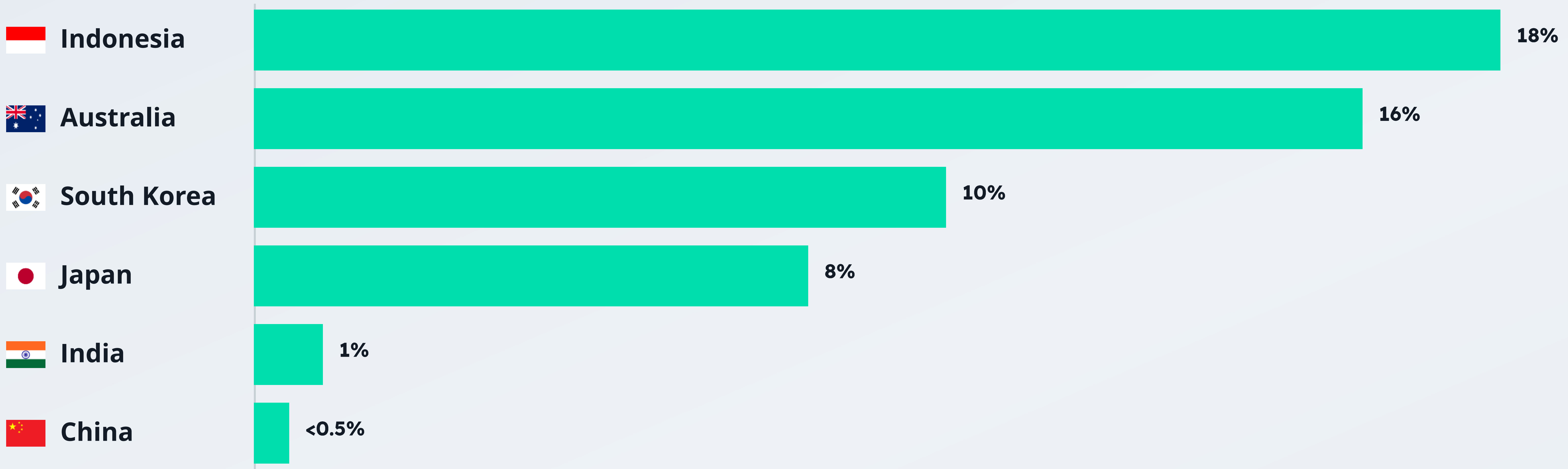
APAC Buys at Home

Unlike the West, APAC barely imports. The region as a whole, and its two giants, buy almost entirely from domestic retailers. Purchases abroad matter only in the smaller, open markets.



SO WHAT

China and India are effectively closed loops: they buy what they make. And when APAC markets do import, roughly **nine in ten of those purchases come from China** . The region does not depend on foreign retailers — they depend on it.

Notes: Purchases abroad = share of e-commerce bought from foreign retailers. Of those imports, China is the source for ~89% in Japan, 83% in Australia and 96% in Korea.

Sources: ECDB

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China Is the World’s Export Engine

Chinese cross-border retailers — 2025 GMV (US$) and year-on-year growth

Temu	$93bn	+72%
Shein	$85bn	+44%
AliExpress	$77bn	+20%

A Supply Base Selling Out

The cross-border flow runs outward. While APAC consumes at home, Chinese retailers ship directly into Western baskets at serious scale, and faster than anyone.

Temu ships $22.5 bn into the US alone and grows 72% a year.

NOW WHAT

This is the real APAC cross-border story: not a market to sell into, but a supply base selling out. For a Western brand, the APAC supply chain is already a **competitor in its home market** .

Notes: GMV and year-on-year growth, 2025. Temu, Shein and AliExpress ship largely from China into Western markets.

Sources: ECDB

How APAC Pays and Ships

The rails are local, and they are not the West's. APAC commerce runs on home-grown e-wallets and, in the emerging South, still on cash. Getting the checkout wrong fails faster than getting the product wrong.

China

Alipay and WeChat Pay dominate; cards barely feature. Payment, chat and commerce live inside the same super-apps.

Southeast Asia

Platform wallets like ShopeePay lead, but cash on delivery is still everywhere, via convenience stores in Indonesia and beyond.

Logistics & livestream

Delivery is fast and phone-native; discovery is increasingly livestream, a format the West is only now importing.

SO WHAT

A Western funnel does not port to APAC. Winning means designing for **local wallets, cash on delivery in the South, and a phone-first, livestream-led journey** — not a desktop store and a credit card.

Notes: Payment and logistics patterns based on ECDB retailer data for leading APAC retailers. Behavioural points are regional context.

Sources: ECDB

A Regulatory Snapshot

APAC is not one regulatory space. The rules that shape market entry differ sharply by country — from ownership limits to data localization to outright curbs on social selling.

Market	What to plan for
China	Data localization and platform rules; direct entry is hard, most brands sell through Tmall or cross-border.
India	Foreign-ownership limits on inventory-led retail; marketplaces must stay neutral; data localization.
Indonesia	Social-commerce transactions were curbed in 2023, pushing TikTok Shop to partner locally with Tokopedia.
Southeast Asia	Varied consumer-protection and import rules; low-value cross-border thresholds under review.

SO WHAT

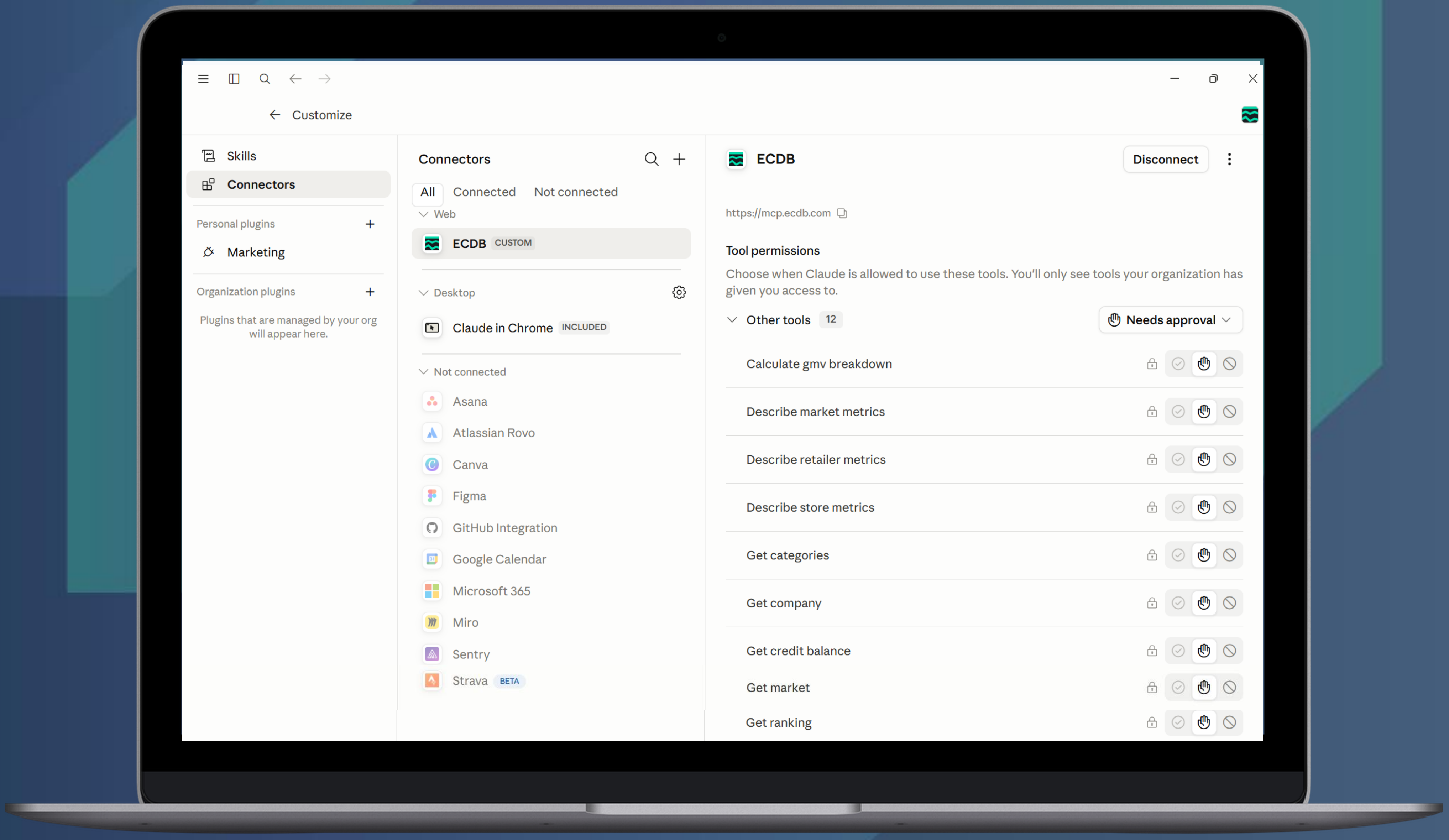
Regulation is a market-entry variable, not a footnote. The same social-commerce model that is legal in one APAC market is restricted in the next. **Plan the legal path per country before the go-to-market plan.**

Notes: Regulatory themes as of 2026, for strategic context only, not legal advice. Not ECDB data.
Sources: ECDB

Real Market Data. Inside Your AI Assistant.

- Works with Claude, ChatGPT, Cursor, Gemini and any MCP-compatible AI.
- Connect ECDB with your AI and log in with your ECDB account. That's it.
- Ask any question and receive live data from ECDB, reliable and immediate.

Discover More



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What It Means for a Global Brand

Five things to carry out of this report

01	**APAC is the center, not the edge**	More than half of world e-commerce, and it has been for a decade.
02	**Follow digitization for the runway**	China and Korea are near saturation; India and Japan shop offline, so their online growth will be largest.
03	**Treat it as five markets**	China, India, Japan, Korea and Southeast Asia each need their own strategy.
04	**Partner with the local leader**	Alibaba and JD in China, Coupang in Korea, Shopee in Southeast Asia, Flipkart or Amazon in India.
05	**It exports, it does not import**	APAC buys at home. The cross-border flow is Chinese supply going out; watch it as a competitor.

Sources: ECDB

The ECDB Platform Behind This Report

Every figure here comes from ECDB — modeled data on tens of thousands of retailers and markets worldwide, including all of APAC. The full toolset, mapped to this report:

CORE INTELLIGENCE

- **Profiles**
- **Analyze & Compare**
- **Rankings**
- **Competition**
- **AI Assistant**

ADD-ON TOOLS

- **Category Explorer**
- **Amazon Analytics**
- **Lead Finder**

Sources: ECDB

METHODOLOGY

How the Data Is Built

ECDB combines several independent sources, with **real transaction data at the core** , into one consistent and comparable view, modeled and cross-validated by analysts.

That is what makes the figures defensible across every market, retailer and category.

Where the Numbers Come From

Transaction signals at the core, cross-validated and modeled into comparable intelligence

01

Real Transaction Core

Built on real transaction signals, the strongest evidence of what was actually bought.

02

Multiple Independent Sources

Several independent inputs combined, so no single blind spot drives the result.

03

Analyst Modeled

Analysts apply proprietary models and AI to turn raw inputs into structured intelligence.

04

Consistent & Comparable

Cross-validated, so figures hold up and compare cleanly across markets.

Read the Full Methodology

See the full coverage, sources and how every figure is modeled.

Learn More

Sources: ECDB