






Expand your business to South East Asia with Amazon Singapore









Why start with



Singapore has one of the highest GDP per capita and e-commerce penetration vs other developed nations

	Country	GDP per capita (PPP)	Year
	Singapore	98,526	2020
	Qatar	89,949	2020
	Switzerland	71,352	2020
	UAE	69,958	2019
	Australia	52,518	2020

Country/Region	E-commerce penetration %
 Singapore	79.7%
 United States	79.0%
 Australia	74.9%
 Japan	73.7%
 UAE	69.4%
 Europe	59.7%

1. Statista e-commerce penetration reports, 2021
2. World Bank GDP per capita by PPP comparisons, 2019-2020

Singapore: small nation, impressive global connectivity

#2 Worldwide in ease of doing business¹

#1 Customs Clearance with 90% e-permits cleared within 10 min and 90% physical cargo within 8 min²

#1 In Asia for IP protection³

26 Free Trade Agreements – the widest FTA network in Asia, including the US-Singapore FTA⁴

3 billion Asian Consumers can be reached from Singapore within a 6h flight radius⁵

Source:

1. The World Bank, 2020: <https://www.doingbusiness.org/en/data/exploreconomies/singapore>
2. Singapore Economic Development Board, 2020 <https://www.edb.gov.sg/en/our-industries/logistics-and-supply-chain-management.html>
3. The World Economic Forum Global Competitiveness Report, 2019
4. Enterprise Singapore, 2021 <https://www.enterprisesg.gov.sg/non-financial-assistance/for-singapore-companies/free-trade-agreements/ftas/singapore-ftas#:~:text=Comprising%20about%2030%25%20of%20global,boost%20trade%20and%20investment%20flows.>
5. Singapore Economic Development Board, Consumer Businesses 2020 <https://www.edb.gov.sg/en/our-industries/consumer-businesses.html>



Singapore: the heart of South East Asian emerging economies

Singapore is the easiest entry point into South East Asia

- English speaking
- 64% Credit/Debit Card penetration for e-commerce¹
- 73% shopped cross-border online²

630
mil

Customers in 10 South East Asian nations, 50% below 30 years old³

#4

Largest economic region by GDP by 2030 (behind EU, US, China)³

500
mil

Rising middle class in South East Asia by 2030³

330
mil

Internet users, 3rd largest in the world³

Source:

1. World Pay Report, 2019

2. JP Morgan Payment Trends Report, 2020: <https://www.jpmorgan.com/merchant-services/insights/reports/singapore-2020>

3. Singapore Ministry of Trade & Industry, 2020: <https://www.mti.gov.sg/-/media/MTI/improving-trade/FTAs/All-you-need-to-know-about-SG-FTAs-and-DEAs.pdf>



Amazon Singapore is currently the only South East Asian Store worldwide.

Why start with



Strong growth and potential for E-Commerce in Singapore



Growth of E-Commerce in SG

- Revenue expected to exceed **US\$3.2BN¹** in 2021, **US\$4.6BN¹** by 2025
- High e-commerce penetration rate of **79.7%** in 2020²



Online spending continues to rise

- Average basket size across SEA increased by **23%**³
- Singapore shows one of the biggest improvements at **+51%**³
- The average annual online spend is **SGD2,206.24/USD 1,618⁵**



Strong growth of Amazon Singapore

- After 2 years, Amazon Prime ranked **#3 most recommended brand in Singapore⁴**

1. Statista's Singapore e-commerce revenue, 2021: <https://www.statista.com/outlook/dmo/ecommerce/singapore?#revenue>
2. Statista's e-commerce penetration APAC, 2020: <https://www.statista.com/statistics/412302/ecommerce-penetration-asia-pacific-countries/>
3. iPrice 2020: <https://iprice.sg/trends/insights/the-impacts-of-covid-19-on-e-commerce-in-southeast-asia-in-h1-2020>
4. YouGov Recommended Brand Index 2021: <https://sg.yougov.com/en-sg/news/2021/07/14/yougov-recommend-rankings-2021-singapore/>
5. JP Morgan payment trends report, 2020: <https://www.jpmorgan.com/merchant-services/insights/reports/singapore-2020>

Why start with



Snapshot of Singapore online shoppers



Mobile commerce

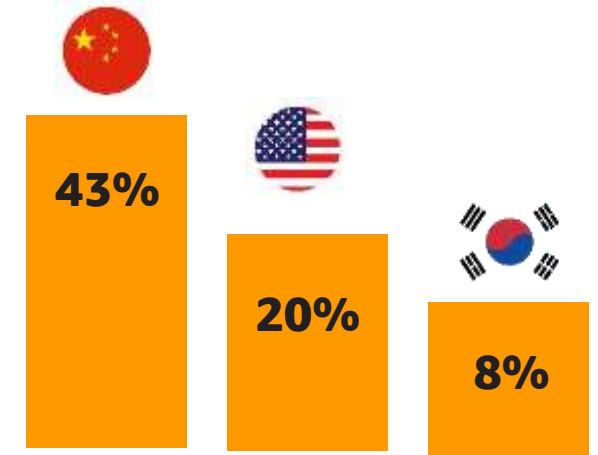
- 47% e-commerce transactions are done on a mobile device
- Growth is being driven by Singaporean consumers aged 18 to 29, with 75 percent of this demographic using their mobile devices to shop.

Social platform	Usage penetration of SG shoppers
Whatsapp	86%
Facebook	82%
Instagram	71%
FB Messenger	70%

High social consumption with live streaming and use of social influencers on the rise

- Facebook and Instagram are top social channels
- Fast and cheap shipping, coupled with good deals/discounts, and quality selections are primary motivators for Singapore shoppers.

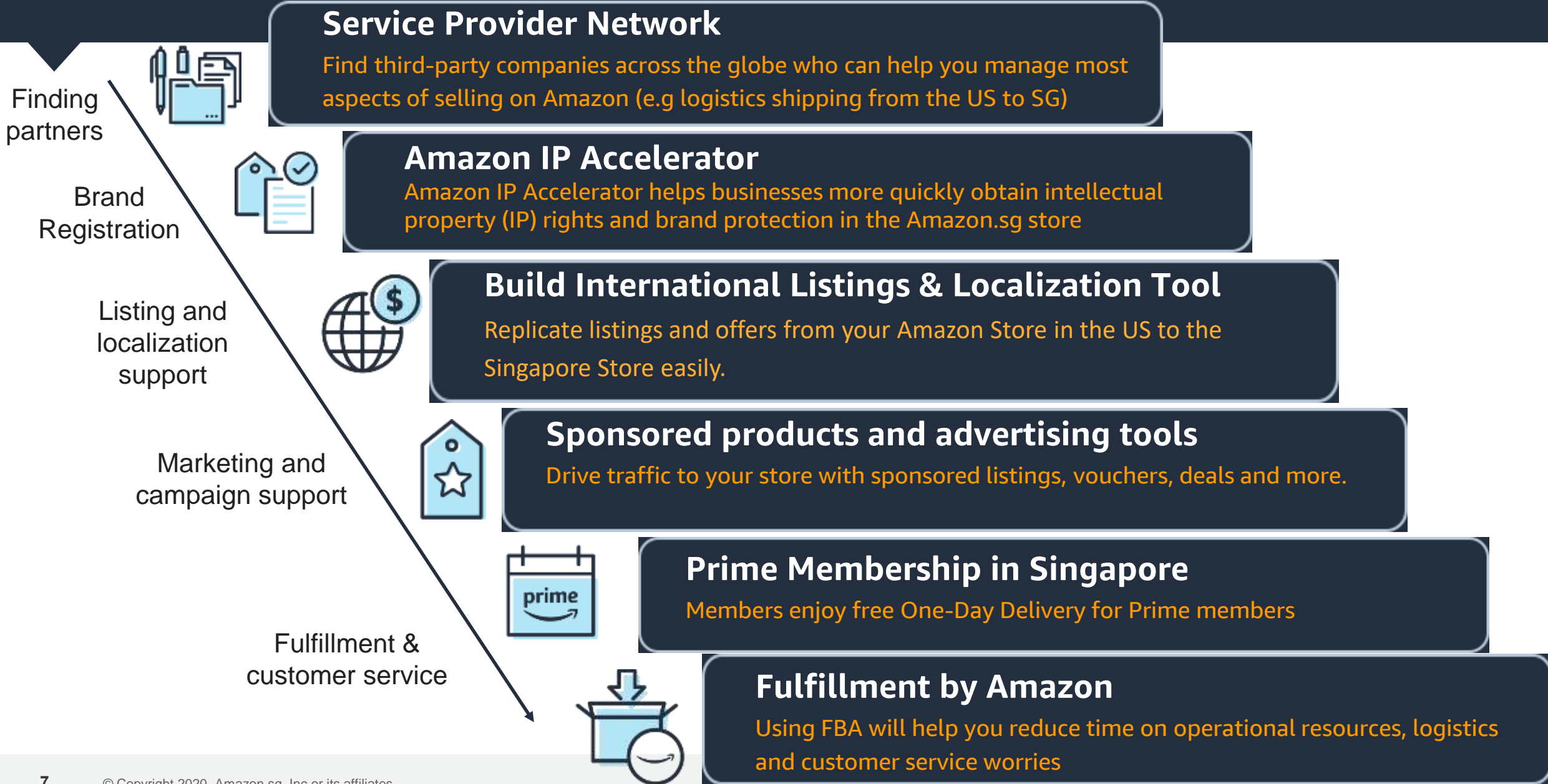
20% Singapore shoppers have bought US imports online



Singapore consumers are familiar with cross-border commerce

- 73% of online consumers in Singapore have shopped from overseas sellers (vs 34% in the US)
- Top cross-border online shopping origins are China, US and South Korea
- Shoppers choose cross-border brands and products to access higher-quality goods

Tools and features available in Singapore to launch seamlessly



Why start with



~~SGD 29.95/month~~

Monthly subscription
fee waived till 31 Dec
2022



Free storage & Free
Removals with the
Fulfillment By Amazon
New Selection Program*

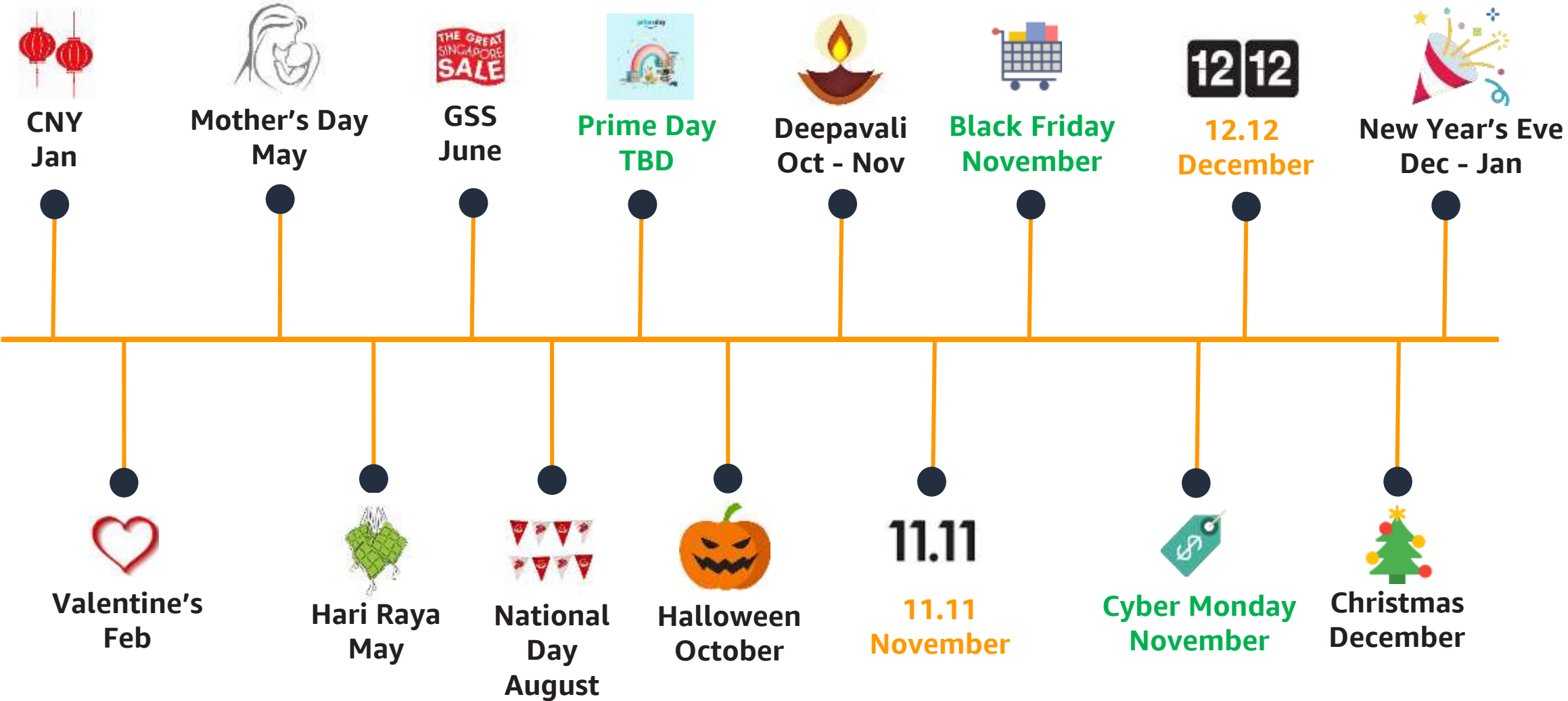


Deals and Coupon
waiver for all deal
types via Fulfillment
by Amazon**

[*Conditions apply](#)

**Waived till 31 Dec 2021

Selling on Amazon Singapore | Key 2021 Event Dates



Selling on Amazon Singapore | Shopping events in Singapore

Valentine's Day Gift Shop

GIFTS FOR HIM GIFTS FOR HER GIFTS FOR CHILDREN GIFTS FOR PETS

Plan the perfect date night

Tech gift ideas

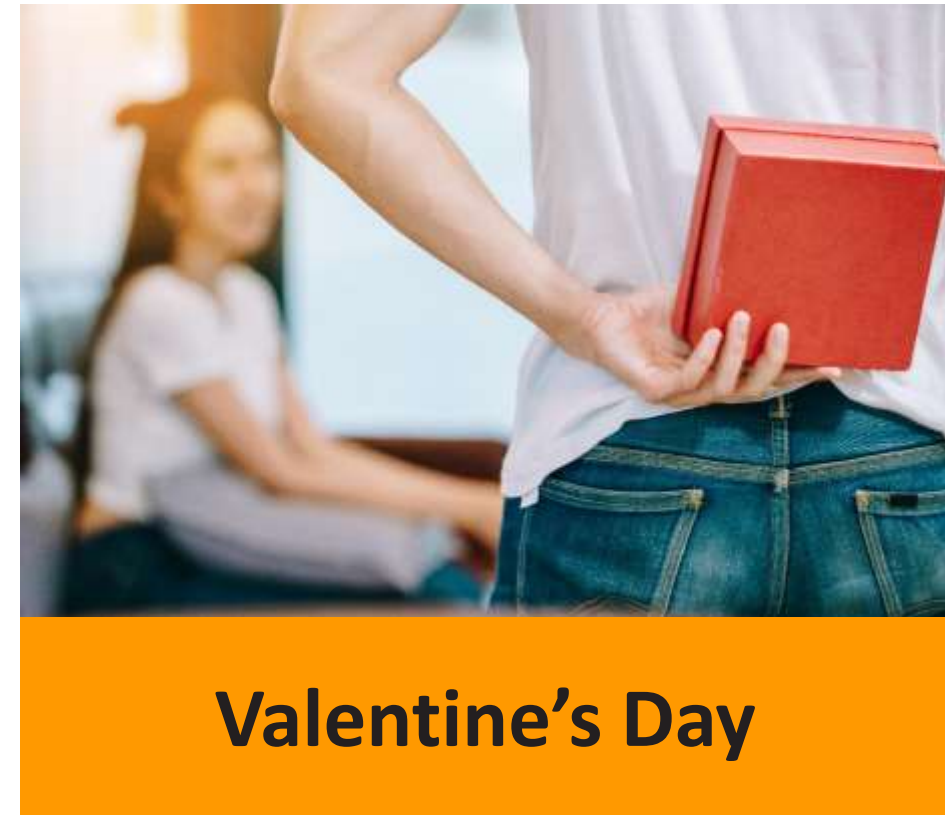
Good reads for Valentine's Day

Wine & Dine your way

Get prepped

Flowers & Gift Cards

Beauty for Her Chocolate Flowers Fragrance Games & Activities Gift Cards Jewellery & Watches Home & Kitchen Skincare & Grooming for Him Tech Gift Ideas Wine & Dine



Selling on Amazon Singapore | Shopping events in Singapore

Epic deals, just 6 days away
June 21 & 22
amazon prime day

amazon prime See access to all Prime Day Deals with Prime membership. (Some exclusions)

PRIME DAY SHOW
×
BILLIE EILISH | H.E.R. | KID CUDI
PRESENTED BY amazon music
DROPS JUNE 17
WATCH ON prime video

Get a \$10 Gift Card when you shop
iXIS | POSB
*Exclusively for Prime members. T&Cs apply.

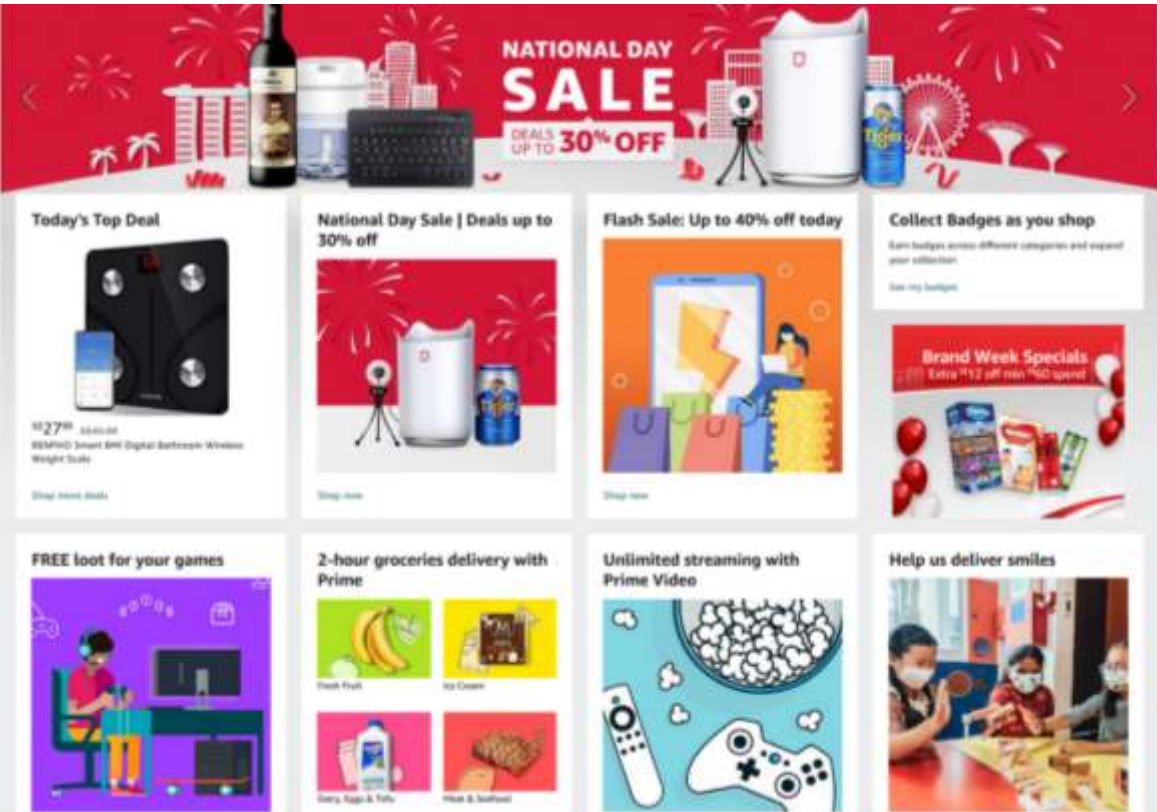
Support small businesses
Deals up to 40% off

Deals from Amazon U.S.
Free International Delivery with min. \$60 spend
*Exclusively for Prime members.



Prime Day

Selling on Amazon Singapore | Shopping events in Singapore



NATIONAL DAY SALE
DEALS UP TO 30% OFF

Today's Top Deal
1027th BESTSELLER
RESEALABLE Smart BMI Digital Bathroom Wireless Weight Scale
Shop more deals

National Day Sale | Deals up to 30% off
Shop now

Flash Sale: Up to 40% off today
Shop now

Collect Badges as you shop
Earn badges across different categories and expand your collection.
See my badges

Brand Week Specials
Extra 15% off min. \$50 spend

FREE loot for your games

2-hour groceries delivery with Prime
Fresh Fruit, No Churn, Dairy, Eggs & Tofu, Meat & Seafood

Unlimited streaming with Prime Video

Help us deliver smiles

National Day



Shop Amazon.sg Christmas Gift Cards

Holiday Gift Guide
Gifting created just for you

FIND THE PERFECT GIFTS FOR THOSE CLOSEST TO YOU

Men, Women, Teens, Kids, Babies & Toddlers, Pets

CELEBRATE A SEASON OF GIVING WITH THESE DEALS

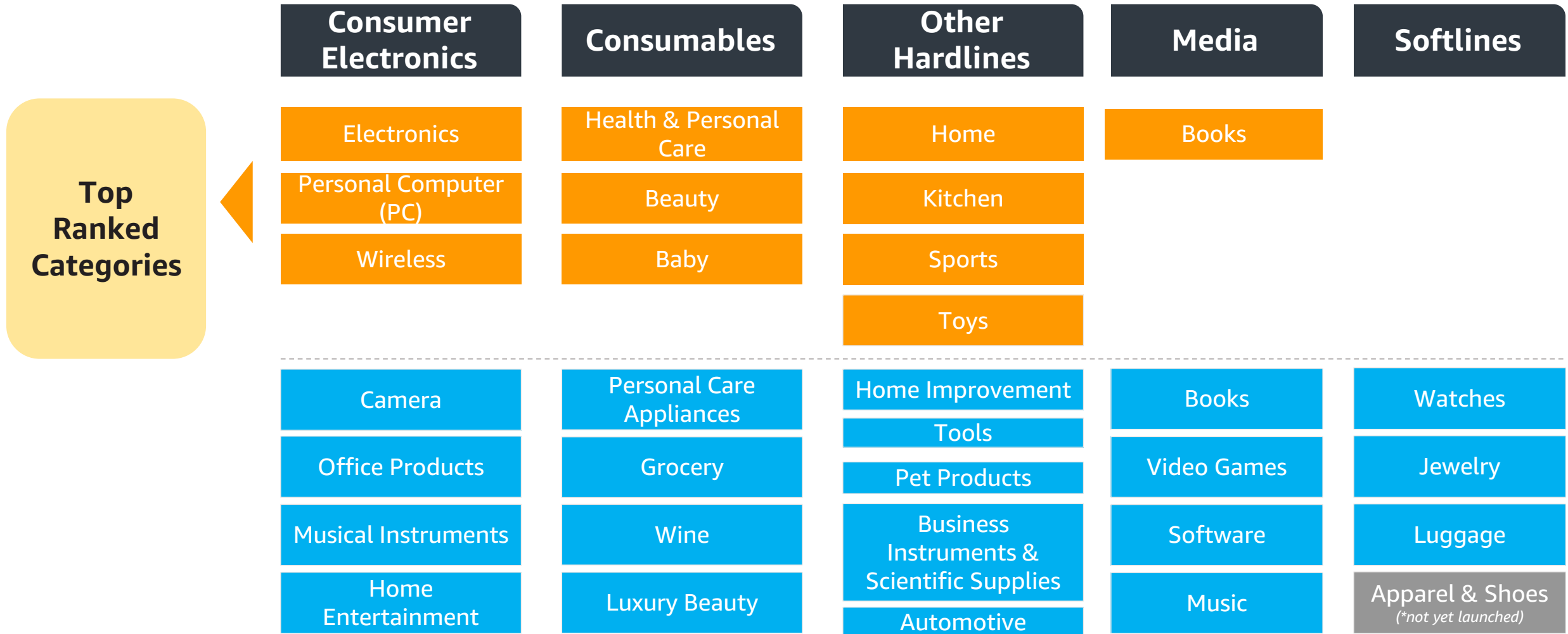
Gifts under **S\$25**, Gifts under **S\$50**, Gifts under **S\$100**

Christmas

2021 Singapore consumer insights & trends



Available Categories to sell on Amazon.sg



2021 Singapore consumer trends

Smart Nation, Smart Living



Popular products on Amazon include Amazon Echo, robot vacuum cleaners, smart gardens, laptops and smart phone accessories.

Wellness & self-care



Popular products include massage equipment, supplements, fitness watches and diffusers

Entertainment at home



Some popular products include Nintendo Switch, PlayStation, Oculus, Lego, and books.

Top selling products on Amazon Singapore



Smart Living

- Smart watches
- Activity/athletic trackers
- Running GPS sports devices
- Screen protectors
- Webcams and VOIP equipment



Beauty Supplies

- Facial cleansers & moisturizers
- Hair regrowth products
- Facial masks & serums
- Scented oils
- Scrubs



Health & Personal Care

- Vitamins & supplements
- Diapers
- Blood pressure monitors
- Weighing scales
- Face/dust masks
- Electronic hand-held massagers
- Protein powder/shakes



Computer Accessories

- Solid State Drives
- Network hubs and switches
- Mouse
- USB adapters
- Motherboards
- Keyboards



Household products

- Aroma diffusers
- LED strips
- Night lights
- LED bulbs
- Table lamp
- Candles
- Pillows



Kitchen Supplies

- Sports bottles
- Replacement filters
- Thermometers
- Food smokers
- Oven mitts
- Knife-sharpening stone
- Cake toppers



Outdoor Sports

- Balance/gym ball
- Skipping ropes
- Heart rate monitor
- Resistance bands
- Goggles



Toys & Games

- Board games
- Building block toys
- Puzzles
- Action figures
- E-learning toys.
- Electronic pets
- Stuffed animals



Electronics

- Headphones
- Portable Bluetooth speakers
- USB cables/Ethernet cables
- Chargers/adapters
- Power banks
- Laptop Stands



Home improvement

- Wall stickers/murals
- Wire and cable storage boxes
- Handheld showerheads
- Doorbells
- Sink filters
- Eco Halogen bulbs

Source: Amazon Singapore data, 2021



Start selling today!

<https://sell.amazon.sg>

Step by step instructions, video webinars, policy updates, seller tips, trends & insights



Follow us on Facebook

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Seller guides, updated blogposts, upcoming events to meet Singapore sellers and service providers.

Amazon Singapore Marketplace



Thank You!