

**Press release**

09 June 2017

**Global FMCG online sales grew by 26% in 2016,  
according to Kantar Worldpanel**

In South Korea, online sales reached a staggering 19.7% of the FMCG market share in 2016 making it the number one ecommerce market in the world

Kantar Worldpanel's quarterly FMCG E-commerce Index, published today, reveals the global and Asia growth of the FMCG e-commerce market. In 2016, global FMCG online sales grew by 26%, with e-commerce now contributing to 35% of global FMCG growth.

Sales continue to rise, particularly in Asia's most advanced e-commerce markets, such as South Korea, China, and Taiwan where online grew its share from 14.6%, 4% and 4.5% to 19.7%, 5.7% and 5.7% last year.

In 2016, FMCG e-commerce growth was highest in the most mature markets in Asia: China (+53%) and South Korea (+40%).

**Table 1: E-commerce value share per markets****(Percentage of e-commerce FMCG purchases vs. total consumers' FMCG purchases across all channels)**

	2015	2016
South Korea	14,6%	19,7%
Mainland China	4,0%	5,7%
Taiwan	4,5%	5,7%
Malaysia	0,4%	0,7%
Thailand	0,3%	0,6%
Vietnam	0,3%	0,4%

**Table 2. Evolution of consumers' online purchases of FMCG products in value in 2016. In percentage.**

	% Evol 2016
Thailand	109%
Vietnam	74%
Malaysia	68%
Mainland China	53%
South Korea	41%
Taiwan	36%

Kantar Worldpanel identifies three key e-commerce markets: advanced, mature and emerging. South Korea leads the advanced market, where almost 70% of the population is shopping online more than once per month. Mainland China and Taiwan sit within the mature market where online is reaching more than 25% of the population.

The proportion of the population that has purchased FMCG goods online at least once per year is steadily increasing across the region.

**Table 3. Percentage of households that buy online FMCG products at least once a year. In 2016.**

% penetration e-commerce	2015	2016
South Korea	64,0%	69,4%
Mainland China	44,6%	54,6%
Taiwan	43,3%	49,3%
Malaysia	5,4%	9,8%
Vietnam	5,4%	8,0%
Thailand	4,0%	7,3%

Frequency in online shopping is also increasing on a global scale, with people in S. Korea shopping online an average of 15.2 times a year, up from 12.7 in 2015, China 6.1 times a year, up from 5 in 2015.

**Table 4. Number of purchases per year per household using the online channel for FMCG products.**

Frequency online	2015	2016
South Korea	12,7	15,2
Mainland China	5,0	6,1
Taiwan	4,0	4,7
Malaysia	3,0	2,5
Vietnam	2,3	2,3
Thailand	2,0	2,3

Whilst frequency of online shopping is on the rise, the average spend per shopping occasion remains much higher than offline, with the average online spend twice as high in South Korea and Taiwan.

**Table 5. Spend per online FMCG purchase in US Dollars. Index mean how many times the online ticket was higher than the offline one.**

Spend per occasion Online	2015	2016	Index Spend Online vs Offline
Taiwan	33,5 USD	33,7 USD	2,4
South Korea	21,3 USD	22,8 USD	2,2
Mainland China	19,5 USD	19,2 USD	1,3
Malaysia	10,9 USD	17,8 USD	2,7
Thailand	18,0 USD	17,3 USD	6,7
Vietnam	14,6 USD	16,1 USD	3,7

# KANTAR WORLD PANEL

## **Marcy Kou, CEO at Kantar Worldpanel Asia**

“Asia has been leading the e-commerce market for the past decade, where South Korea is the world’s largest market by value share and China makes more online purchases than anywhere else in the world. While many other developing markets in the region still rely on more traditional trade and have very low online purchase, chances are they might skip over the stage of modern trade altogether in the process of development and head straight to online.”

**ENDS**

## **About Kantar Worldpanel’s FMCG e-Commerce Index**

This quarterly study is based on the research extracted from Kantar Worldpanel global consumer panels. Kantar Worldpanel tracks shopping behaviour in 60 countries through a sample of 450,000 shoppers worldwide that provide exhaustive and continuous information of their shopper behaviour. A section of 130,000 of them, representing purchase behaviour in Argentina, Brazil, Mainland China, France, Malaysia, Portugal, South Korea, Spain, Taiwan, Thailand, UK and Vietnam, have been used in the creation of this quarterly barometer.

## **About Kantar Worldpanel**

Kantar Worldpanel is the global expert in shoppers’ behavior.

Through continuous monitoring, advanced analytics and tailored solutions, Kantar Worldpanel inspires successful decisions by brand owners, retailers, market analysts and government organizations globally.

With over 60 years’ experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel turns purchase behavior into competitive advantage in markets as diverse as FMCG and baby products, among many others.

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