**Lazada Insider**

**The pandemic has fostered a vibrant digital commerce scene in Southeast Asia.**

**Will the momentum continue in the months ahead?**

**Jan - Jun 2021**

# DIGITAL COMMERCE CONFIDENCE INDEX

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Despite the uncertainties of today's environment due to the ongoing COVID-19 pandemic, digital commerce sellers are optimistic about their business prospect.

# DIGITAL COMMERCE CONFIDENCE INDEX

**Neutral**

**Pessimistic**

**Optimistic**

**Very Pessimistic**

**Very Optimistic**

0

100

*The Digital Commerce Confidence Index (0-100) measures business confidence by tracking sellers' views on current online sales performance and expectation about digital commerce in the future.*

**52%**

Sellers said their online business greatly improved in the first half of 2021

**70%**

Sellers expect their online business to further improve by more than 10% in next 3 months

**33%** Expect more than 30% increase in sales in the next quarter

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## Electronics and FMCG sellers are optimistic about the strength of current digital commerce industry

*Strong stay at home economy*

**53%** Said their business greatly improved in first half 2021

## Fashion sellers are most positive about anticipating strong future demand

**75%** Said they expected business to improve by more than 10% next quarter

**38%** Anticipated more than 30% growth next quarter

*Rollout of vaccination and eventual ease of social restrictions might create more occasions for dressing up in the future*

*Innovative engagement tools enable online shoppers to be more comfortable when purchasing from categories where tactile reviews are important*
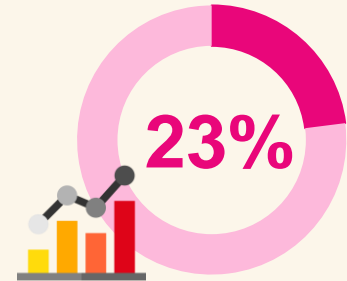
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## Top 3 opportunity areas for digital commerce scaling

**52%**

**Stand out from the competition with a compelling offer**

**50%**

**Attract more shoppers to online storefront**

**23%**

**Fully understand performance data and analytics**

**LIVE**

Attract and win consumers through delivering greater values and experience with the help of technology

Leverage LazLive feature to acquire new shoppers and drive loyalty with existing ones

Use targeted marketing to amplify consumer reach to match right content with the most relevant shoppers

# About the Index

The Digital Commerce Confidence Index (DCCI) measures business confidence based on surveys benchmarking the opinions of online sellers in Southeast Asia (Indonesia, Philippines, Thailand, Vietnam, Malaysia and Singapore). In the first half of 2021, Lazada surveyed 750 sellers on their current online sales performance and their expectations for their Digital Commerce business in the future. The index ranges from 0 to 100, with 0 being "very pessimistic" and 100 being "very optimistic" on the spectrum.