

Q4 2021

# DIGITAL COMMERCE CONFIDENCE INDEX

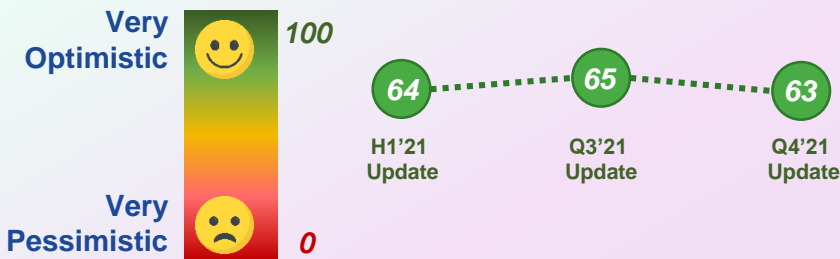
*After a buoyant 2021, how are  
online sellers preparing for a  
new era of omnichannel  
commerce in 2022?*



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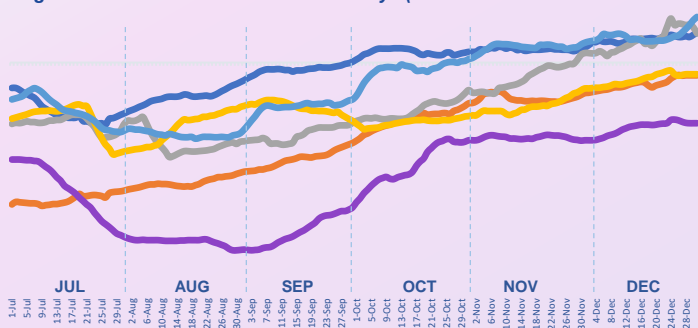
Online sellers remained resilient and confident throughout 2021, despite uncertainty brought about by the pandemic.



## Ease of COVID-19 restrictions and consistent growth of digital commerce have supercharged consumers' omnichannel behavior

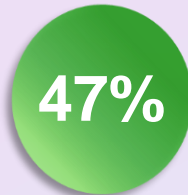
### Higher Mobility in Retail & Recreation in Q4'21

Change in number of visitors vs baseline days (median value from 3 Jan- 6 Feb'20)



Source: Google

### Strong Digital Commerce Growth



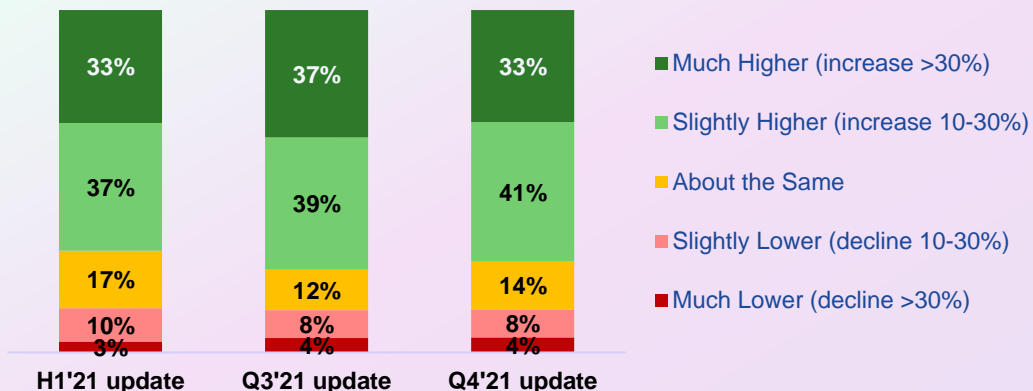
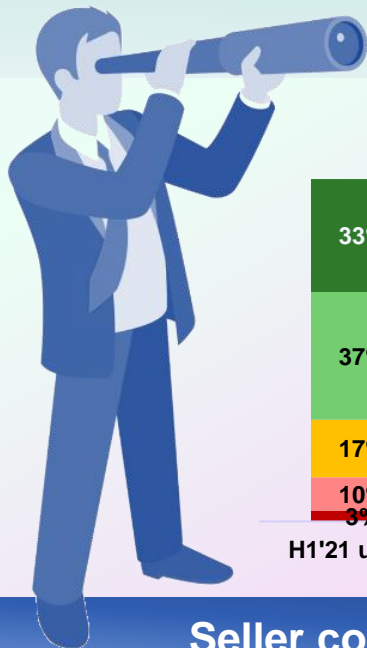
Online sellers stated more than 10% sales increase in Q4'21



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## Outlook for Q1'22

### Sales expectation for next 3 months



## Seller confidence is shared across categories



Fashion

75%



Electronics

73%



FMCG

72%



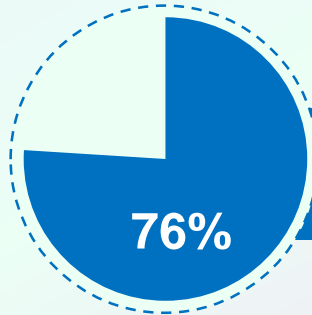
General Merchandise

70%

% Online sellers expect at least 10% increase in Q1'22 online sales



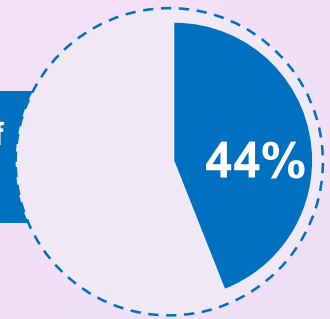
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Claimed they would further increase their inventory by at least 10% in Q1'22



Claimed they would increase staff level to support Q1'22 sales



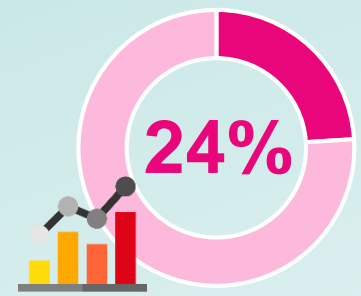
## Top 3 opportunity areas for scaling up digital commerce



Attract more shoppers to online storefront



Stand out from the competition with a compelling offer



Fully understand performance data and analytics



## DIGITAL COMMERCE CONFIDENCE INDEX

### 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 fourth quarter of 2021, Lazada surveyed 1126 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.