



**PRESS RELEASE
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**SOUTHEAST ASIA'S ONLINE SELLERS CAUTIOUSLY OPTIMISTIC AS
DIGITAL COMMERCE GROWTH NORMALIZES**

Lazada's latest Digital Commerce Confidence Index reveals that seller confidence has slipped amid economic pressures and global uncertainties

13 September 2022, Singapore – With further easing of Covid-19 restrictions, normalizing digital commerce growth and growing external pressures, Southeast Asian sellers are cautiously optimistic on business growth, with 70% of online sellers expecting more than 10% increase in their sales for the next quarter, compared to 77% in the last quarter. The latest findings from Lazada's Q2 2022 Digital Commerce Confidence Index (DCCI) also found that sellers are also less optimistic about the state of the economy, with 64% online sellers sharing the view that it will be better in the next quarter, compared to 75% in the last quarter.

Conducted in the second quarter of 2022 with participation from 619 online sellers from across Southeast Asia, the study also found that the overall DCCI for the last three months has declined to 58, the lowest since the study was first conducted in Q1 2021, while still signaling cautious optimism in digital commerce growth. This is reflective of the rising inflationary pressures and slowing down in economic growth across the region¹. As the majority of sellers still expect growth in the next quarter, seven out of 10 sellers said that they would further increase their inventory by at least 10% in the next three months, while 49% indicated they would increase staff resources.

With higher mobility and retail activities² in most Southeast Asian economies, which have risen above pre-Covid-19 level, businesses cite the need to put their efforts into attracting more customers to shop online and increasing price competition as the top two challenges for growth. Aligning with their sentiments from the last quarter and in line with growing economic pressures, 19% of sellers are also concerned with 'high operation costs'. These findings underline the need for businesses to leverage the right tools and features to optimize their cost and reach the right target audience for their products.

"Customers' shopping journeys today are extremely dynamic. Nonetheless, we expect that shopping habits, which were formed during the pandemic, will continue to stay. In fact, our recent report on eCommerce shopping behavior found that eCommerce marketplaces like Lazada have surpassed social media and search engines to become the discovery channels of choice. This means that our brands and sellers have the opportunity to build mindshare and connect with consumers using the tools that Lazada offers. Online sellers who can leverage and tap into innovative tools elevate the online shopping experience, and will be well-positioned to stay competitive and thrive the digital commerce industry," **said Kaya Qin, Chief Operating Officer of Lazada Group.**

DCCI is the first study of its kind that seeks to map out the trends in digital commerce by indexing the sentiments and confidence levels of Southeast Asian online sellers. It measures business confidence based on surveys benchmarking the opinions of online sellers in Southeast Asia (Indonesia, Philippines, Thailand, Vietnam, Malaysia and Singapore). In the second quarter of 2022, Lazada surveyed 619 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.

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¹ [Asian Development Bank's Asian Development Outlook, July 2022](#)

² Google Covid-19 Mobility Trends



About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 10 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

With a vision to achieve USD100 billion annual GMV, Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses.

In 2022, the Lazada Foundation was set up to empower youths and women for the digital future, close the gender digital divide and uplifting communities by creating positive impact. More information can be found here <https://group.lazada.com/en/foundation/>.

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