



**FOR IMMEDIATE RELEASE**

**NINJA VAN THAILAND RELEASES ITS FIRST-EVER WHITE PAPER  
ON LIVE SELLING IN SOUTHEAST ASIA**

*Facebook ranked the most popular social media platform for Thai sellers*



**Bangkok, Thailand, 19 JANUARY 2023** – [Ninja Van Thailand](#), a leading tech-enabled logistics company, releases its first-ever white paper on *Live Selling in Southeast Asia (SEA)*. The white paper introduces Live Selling as one of the up-and-coming SEA e-commerce trends, and shares Live Selling insights collected from over 1,000 Ninja Van’s e-commerce sellers across Thailand, Singapore, Malaysia, Indonesia, The Philippines, and Vietnam.

In Thailand, Facebook tops the chart at 37.9% as the most popular social media platform for live sellers, followed by TikTok at 26.9%, and Shopee at 19.8%. Fashion and Beauty are the top two product categories that the surveyed Thai e-commerce sellers sell through Live Selling.



“Live Selling is an interesting marketing tactic for e-commerce sellers,” says Winston Seow, Chief Marketing and Enablement Officer, Ninja Van Group. “It’s the only tactic that can fast-track shoppers’ purchase journeys from awareness straight to conversion. Live Selling also gives e-commerce sellers the ability to build relationships at scale with their shoppers, both new and existing.”

One in three of the surveyed SEA e-commerce sellers is now doing Live Selling, spending up to six hours weekly conducting Live Selling sessions. Most of the early adopters of Live Selling are from low-involvement product categories such as Fashion, Beauty & Personal Care, Food and Beverages, as well as Home and Living.



While Shopee (27.0%), Facebook (25.5%), and TikTok (22.5%) are ranked as the top three Live Selling channels, the close margins signal that the champion has yet to emerge in SEA. This



could be explained by the fact that on average, the surveyed SEA e-commerce sellers use two channels for Live Selling, presumably to maximise their outreach to Live Shoppers.

“Our sales have been increasing since we started doing Live Selling via Facebook. It is an effective and measurable sales channel with only a small amount of investment. Live Selling has not only allowed us to provide additional details of products and answer any questions that shoppers may have but also provide us a channel to build relationships with new and existing customers. ” Orchuma Radinghin, owner, [ออร์ชума Prachautid Bagerking74/2](#).

The white paper also explores the challenges of Live Selling, such as keeping Live Shoppers engaged, preparing on-set logistical requirements, as well as sales and post-sales arrangements. Recommended solutions are included too.

Ninja Van Group’s white paper on Live Selling in SEA reaffirms its commitment to understanding the ever-changing landscape in order to provide e-commerce sellers with hassle-free delivery solutions.

With its dominance in Southeast Asian e-commerce logistics, the Group continues to nurture an ecosystem that provides value-added services and tools to ensure a seamless experience for shippers and shoppers alike.

Please [click here](#) to access the full white paper.

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## **About Ninja Van**

Ninja Van is a tech-enabled express logistics company providing supply chain solutions for businesses of all sizes across Southeast Asia in six countries: Singapore, Malaysia, Philippines, Indonesia, Vietnam and Thailand.

In Thailand, we are dedicated to providing assistance and resources to better cater to the unique needs and wants of both small and large scale shippers alike – SME partners in particular. Ninja Van Thailand's priority is to take the hassle out of the parcel delivery so that our shippers can focus on their business growth.

For more information, please visit <https://www.ninjavan.co/th-th>.

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