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

- *The live selling scene in Singapore is still in its nascent stage, with only two in ten local sellers doing live selling.*
- *As such, there is a first-mover advantage for e-commerce sellers who jump on the live selling bandwagon now.*



SINGAPORE, 16 JANUARY 2023 – Ninja Van Singapore, 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 Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam.

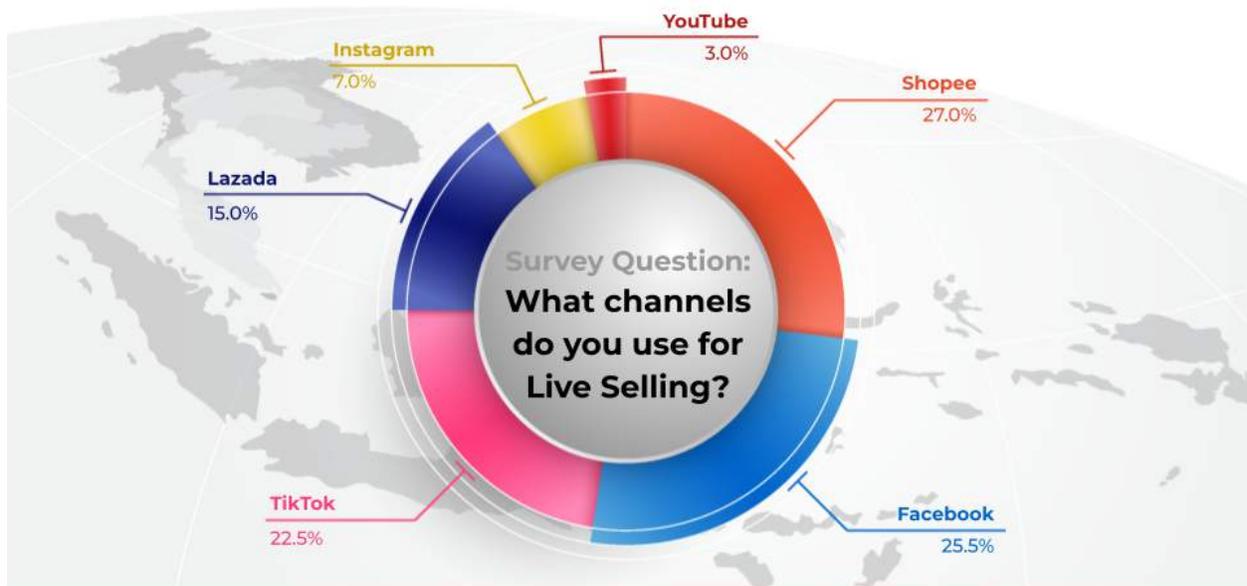
The paper revealed that Singapore has the lowest number of live sellers, with only 20% surveyed doing Live Selling versus the regional average of 33%. The top two reasons cited by non-adopters were that “a lot of effort and energy is required to do it” and “live selling takes up a lot of time”.

As such, Singapore topped the chart amongst its Southeast Asian counterparts when it comes to engaging influencers to do Live Selling on their behalf. For e-commerce owners who have yet to explore this new marketing tactic, this paper explains why now is the best time to start.



“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.

“We first explored live selling in 2021 when COVID heavily impacted our business. We took our stores to Facebook and are among the first few in Singapore to jump on the bandwagon of live selling,” says Mark Sim, founder of Moss Fashion. “We are currently running two four-hour live sessions weekly and have seen our online clientele steadily increasing since our launch. There is untapped potential in live selling, with its unrivalled convenience and cost saving, which can be trickled down to benefit customers.”

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 their 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.

About Ninja Van

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia. Launched in 2014, Ninja Van started operations in Singapore and has become the region's fastest-growing last-mile logistics company, powering businesses with innovative logistics solutions. Today, Ninja Van has grown its network to cover six countries: Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam. For more information, visit www.ninjavan.co.

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