



**FOR IMMEDIATE RELEASE**

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

*47% of Filipino live sellers conduct sessions daily, versus weekly average in the region*



*Ninja Van Philippines delivery trucks waiting to be loaded parcels in the Cabuyao hub - the largest automated sorting facility of the Group in the region.*

**MANILA, PHILIPPINES, 17 JANUARY 2023** – [Ninja Van Philippines](#), 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.

While still a nascent industry, nearly one in three surveyed sellers have tried live selling. Of those who are already live selling, 9 in 10 prefer to do it themselves, and only one in 10 tap influencers to do live selling for them. Filipino sellers are among the most prolific live sellers, with 47% doing it daily - against a 31% regional average.

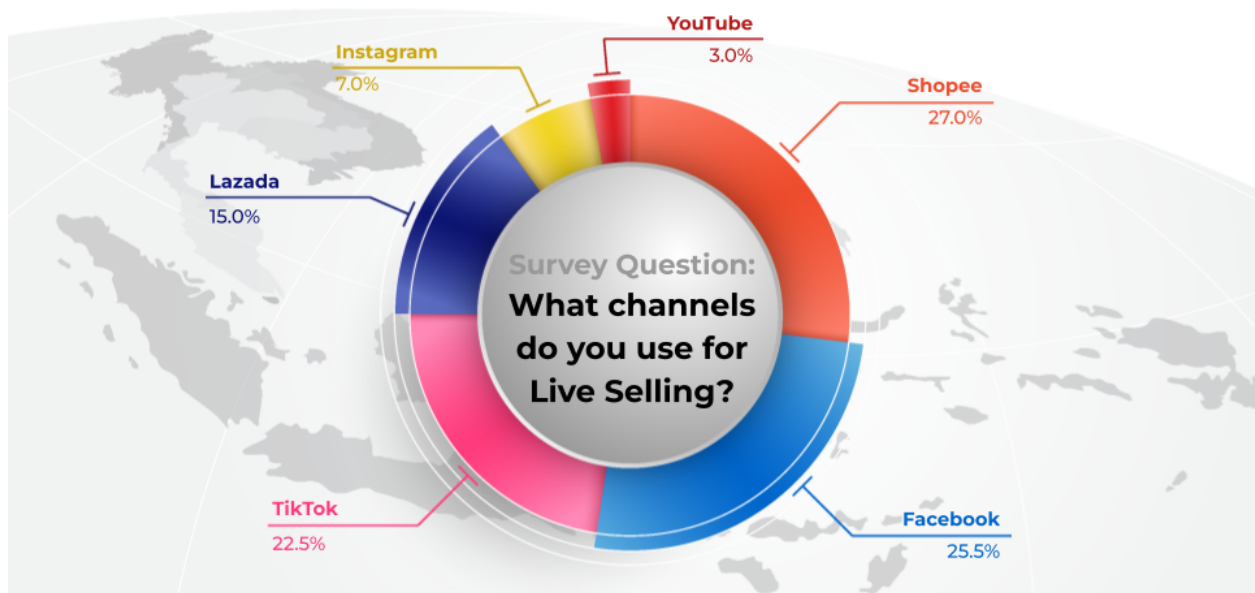
More Filipinos than their regional counterparts also believe that live selling brings in new business, with 74% saying that attracting new customers is a top driver for conducting live



selling. A secondary driver would be to increase profit, with 52% of Filipino sellers saying live selling is more profitable than just posting items on marketplaces and apps.

“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.”

Filipino sellers can spend up to 14 hours weekly conducting live selling sessions, versus a regional average of up to six hours. 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 maximize their outreach to live shoppers.

Sellers also use live selling as a means to build deeper connections with consumers. “Live selling allows us to easily and directly engage with our audience who have become regular viewers of our live sessions. We’ve also seen lower product return rates since we have started live selling,” says Nikka Arasa of [Suniega Stainless Products Tradings](#), a stainless product manufacturer based in Nagcarlan, Laguna.



The white paper further 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, while providing recommended solutions.

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

Ninja Van Philippines plans to conduct their first-ever live seller accelerator program, designed to equip both new and would-be live sellers necessary skills and seed money to bridge their business to live selling platforms.

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.

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### **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 with strong presence in six countries: Singapore, Malaysia, Philippines, Indonesia, Vietnam, and Thailand.

Launched in the Philippines in 2016, Ninja Van's "Todo Hustle, No Hassle" commitment now serves 100% of the Philippine population, and has made it among the fastest-growing tech logistics companies in the country. Today, Ninja Van continues empowering businesses with fast deliveries, excellent service, and innovative logistics solutions.

For more information, visit [www.ninjavan.co/en-ph](http://www.ninjavan.co/en-ph).

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