

FOR IMMEDIATE RELEASE

**16% OF AVID E-SHOPPERS MAKE UP 47% OF E-COMMERCE PURCHASES IN THAILAND**

*A finding from the latest white paper by Ninja Van Thailand and Geopost*



**BANGKOK, THAILAND, 13 JULY 2023** – [Ninja Van Thailand](#), a leading tech-enabled logistics company, has partnered Geopost to release its latest white paper – [What's next for the future of e-commerce in Southeast Asia?](#) The study was conducted across six countries – Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam – with over 9,000 participants to shed light on this group of avid e-shoppers, affectionately dubbed e-shopaholics by Ninja Van Thailand.



Among all survey participants in Thailand, 16% are considered e-shopaholics who contribute to 47% of total e-commerce purchases in the country. These e-shopaholics are also adept at trying out new ways of shopping online, with around 92% of e-shopaholics buying directly from social media. This includes buying from brands they follow and shops they stumble across in their social media feed and stories.

In Southeast Asia (SEA), E-shopaholics make up 15% of the e-shopper population, and they are responsible for 45% of the total e-commerce purchases.





Most e-shopaholics are found to be early adopters of online shopping. As such, they are experts at navigating the e-commerce ecosystem and are highly proficient in navigating omnichannel to buy what they want. Online shopping is second nature to these e-shopaholics – they buy often and across multiple product categories – shopping twice as much as the average e-shoppers.

“Well-versed in the intricacies of online shopping, e-shopaholics have much higher standards than your average e-shoppers – from the initial browsing to receiving the parcel after the clicks and taps – each stage is essential to ensuring an e-shopaholic’s loyalty. Through our white paper on e-shopaholics, we hope to shed light on this group of avid e-shoppers to prepare SEA e-commerce sellers as we enter the next stage of e-commerce,” says Mr. Pierce Ng, Chief Operating Officer of Ninja Van Thailand.

The white paper also explores the shopping behaviour of e-shopaholics and recommends solutions to help e-commerce sellers engage them at key stages of their shopping journey.

The latest white paper by Ninja Van Group on e-shopaholics reaffirms their commitment to understanding the ever-changing landscape in order to provide e-commerce sellers with hassle-free delivery solutions that supercharge their business.

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.

Click [here](#) to access the full white paper, and [here](#) to read a summary of the white paper on our Ninja Van Thailand blog.

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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>.



### **About Geopost**

Geopost, a European leader in parcel delivery and solutions for e-commerce, operates in 49 countries across all continents through its network of expert delivery brands, including: DPD, Chronopost, SEUR, BRT, Speedy and Jadlog. Leveraging its industry-specific expertise, Geopost is further growing the development of out-of-home delivery services with Pickup, the densest parcel shop and locker network in Europe and is also expanding temperature-controlled solutions for food and healthcare business. In a world of acceleration and transformation, Geopost engages and embraces new e-commerce territories with ESW via Asendia, epicery and Pourdebon.com.

With 122,000 employees and partners, Geopost endeavours to make commerce more convenient, profitable and sustainable for their customers and communities. Committed to becoming an international reference in sustainable delivery, Geopost is the first global delivery company to have its roadmap to Net Zero by 2040 approved by the Science Based Targets initiative (SBTi).

Part of the [La Poste Groupe](#), Geopost generated €15.6 billion revenue and delivered 2.1 billion parcels worldwide in 2022.

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