

ZALORA


**The Future of Social Commerce:
The Potential of Live Streaming in Southeast Asia**



WE ARE THE LEADING ASIAN ONLINE FASHION DESTINATION, AIMING AT MAKING FASHION ACCESSIBLE TO EVERYONE



ZALORA'S REACH

 **55M**

MONTHLY VISITS

 **19M**

EMAIL SUBSCRIBERS





6.3M

FANS



1.2M+

FOLLOWERS

 **74%**
 **26%**

18-45

AGE RANGE

25-35

CORE AGE GROUP

HIGHLY QUALIFIED, PURCHASE-INTENT AUDIENCES BUILT OVER 9+ YEARS

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Live Streaming in Southeast Asia

KEY FINDINGS



1. Rising development of live streaming platforms

Growth is mainly due to events of 2020 with social distancing requirements and growing digital audience

2. Burst of live streaming sales

Between the first and second quarter of 2020, the number of live-sales (Sales made during live streaming) in South East Asia **increased from 13% to 67%**

3. Sharing innovative business ideas around the globe

48% of business professionals use live video more frequently than they did two years ago

4. Bringing social life online

Just in 2020, **over 600 million hours** was spent per month watching social live streams, there was over **67 million monthly** viewers and **8 million unique visitors**

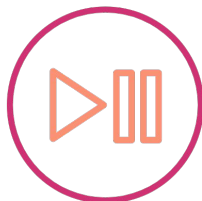
TOTAL MARKET SIZE OF SEA LIVE STREAMING

SEA live streaming industry is estimated to be valued at **USD \$6bn¹** in 2020 and is expected to be valued at **USD \$19bn²** by 2023



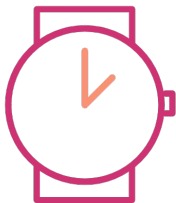
306%

rise in GMV in January to June between 2020 and 2019 from live streaming sales



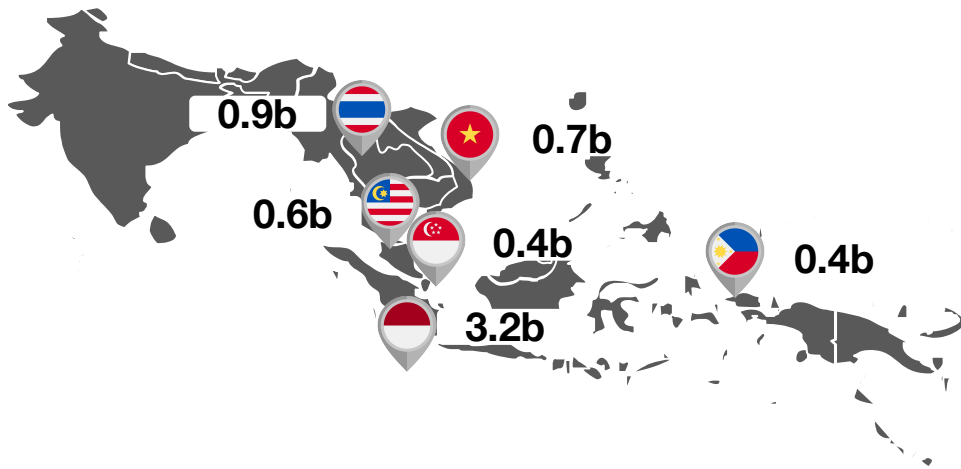
67%

of retailers used live streaming increased from 13% between 1st and 2nd quarter of 2020



3 days

is the average days between transactions where consumers made more frequent purchases

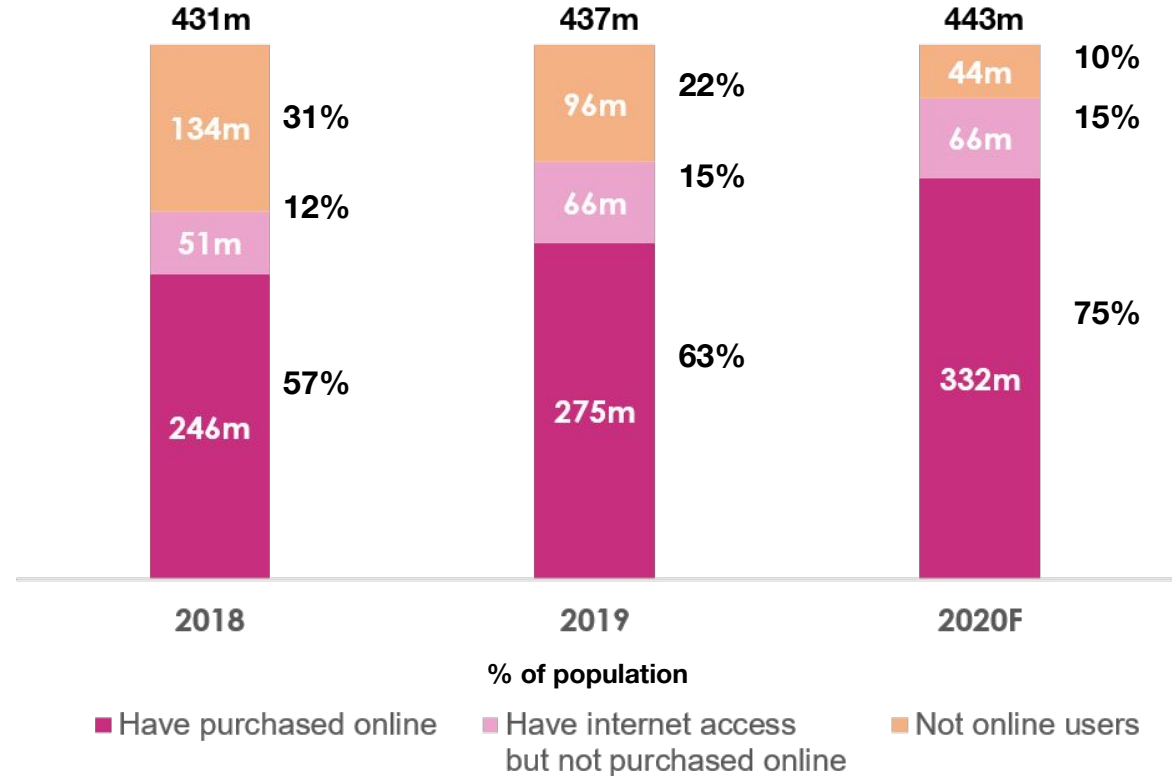


TREND OF LIVE STREAMING

Total SEA¹ population (15 years old and above)

People across all age groups are warming up to live streaming. The most popular age group is the Gen Zers (born 1996–2012) as **68%** of them responded that they were raised on interactive experiences and make purchasing decisions based on online inspiration and KOL influence.

Gen Zers are expected to make up **69% of 310 million South East Asian** digital consumers by 2020².



Note (1): CAGR is defined as compounded annual growth rate

Note (2): Forecasted by end of 2020 as the survey was done in May 2020

Source: "Digital consumers of tomorrow, here today" by Facebook and Bain & Company, May 2020 (n=16,491) from ID, MY, PH, SG, TH, VN

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Launch of ZALORA's Live Streaming Platform



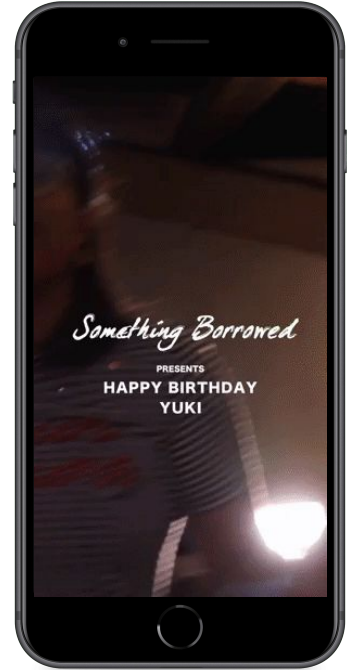
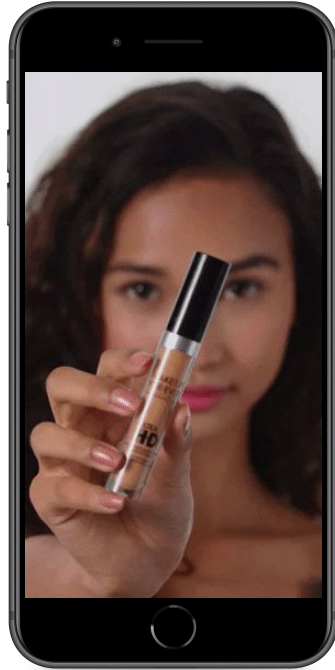


**HOT%
SALES**



AND #ZALORAPH *** WOMEN'S NIKE DUNK GIVEAW

ORIGINAL VIDEOS AND ASSETS



CREATE CONTENT FOR BRAND PARTNERS

HYPERLOCAL

Nike x Zalora collaboration.
Localised marketing content and
offline consumer event for
Singapore Market.

BRAND POP UP EVENT

LOCALISED ASSETS



45% SALES UPLIFT





Z-LIVE OVERVIEW

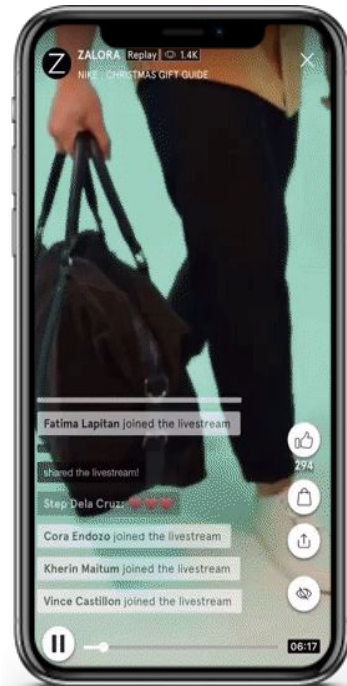
ZALORA PRODUCED
STUDIO-BASED



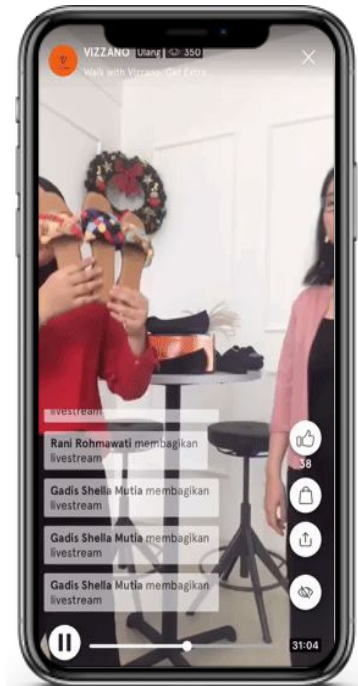
ZALORA PRODUCED
REMOTE LIVE FROM HOME



ZALORA PRODUCED
REMOTE LIVE FROM HOME



BRAND PRODUCED



CASE STUDIES

11.11 SALE

Most Number of Gifts Given:
111 per region



12.12 LAST CALL

Most Commented:
28.6K

