

Social Commerce Market in India, Indonesia and China: Key Research Findings 2012

◆ Research Outline

Yano Research Institute has conducted a study on social commerce market in India, Indonesia and China with the following conditions:

1. Research period: August to November, 2012
2. Research target: Social commerce companies, social platform operators, and other relevant companies in India, Indonesia and China
3. Research methodologies: Face-to-face interviews, telephone/email surveys, and literature research

<What is Social Commerce Market?>

Social commerce market in this research indicates commercial activities (i.e., sales of products and/or services) using social media or social tools. Though the market originally includes OtoO type (Online to Offline) of business activities, the market size calculated in this research only targeted online commercial activities (i.e., sales of products and/or sales).

◆ Key Findings

■ Size of Social Commerce Market in India in 2012 Expected to be US\$220 Million, Estimated to Attain US\$3,180 Million in 2015

EC market is one of the growing business categories in India. However, poor distribution and limited payment environments are likely to require high investment for newcomers to enter the market. On the other hand, the country has a large social-media population with many active social-platform users who mainly use for communication purposes. Since both commercial activities (i.e., sales of products and services) and digital contents business using social media are hardly launched, social commerce market promising in India may be OtoO (Online to Offline) type.

■ Size of Social Commerce Market in Indonesia in 2012 Expected to be US\$110 Million, Estimated to Attain US\$420 Million in 2015

EC market in Indonesia is showing rapid growth in Java especially in Jakarta. Social commerce market in Indonesia has a potential due to large and active users of social platforms.

Digital contents services using social platforms are still in the launching stage, needing mid-to long-term view for developing contents and to creating charging systems.

■ Size of Social Commerce Market in China in 2012 Expected to be US\$49,130 Million, Estimated to Attain US\$89,730 Million in 2015

EC market in China already handles both commercial activities and digital contents services and

is well grown. Multiple local social platform providers, most of which are local Chinese companies, have grown and are expanding their sales. Both commercial activities (i.e., sales of products and services) and digital contents business using social media have a great deal of potential and are promising for expansion.

◆ **Report format:**

Published report: “Social Platform Business Outlook in Emerging Asian Countries 2012”

Issued on: November 26, 2012

Language: Japanese

Format: 275 pages in A4 format

Price: 199,500yen (9,500 yen of consumption tax shall be charged for the sales in Japan.)

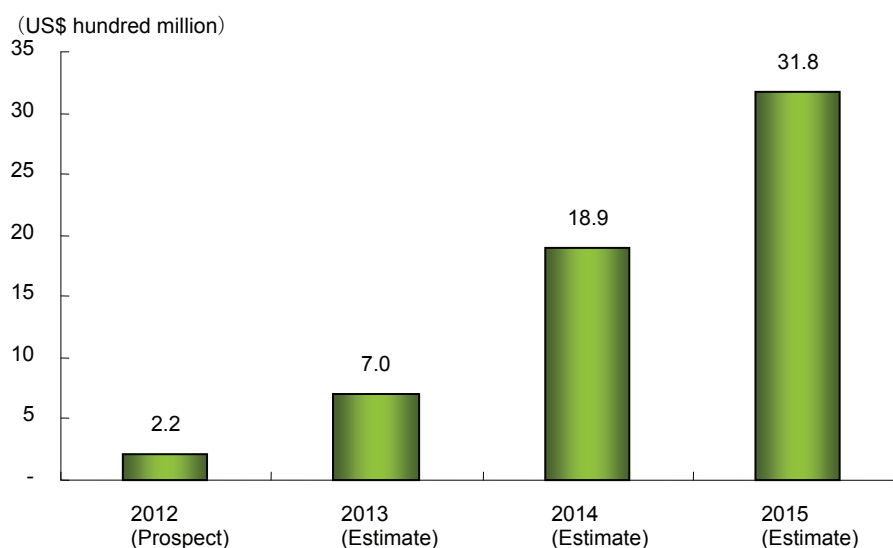
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■ **Figure 1: Estimated Size of Social Commerce Market in India**

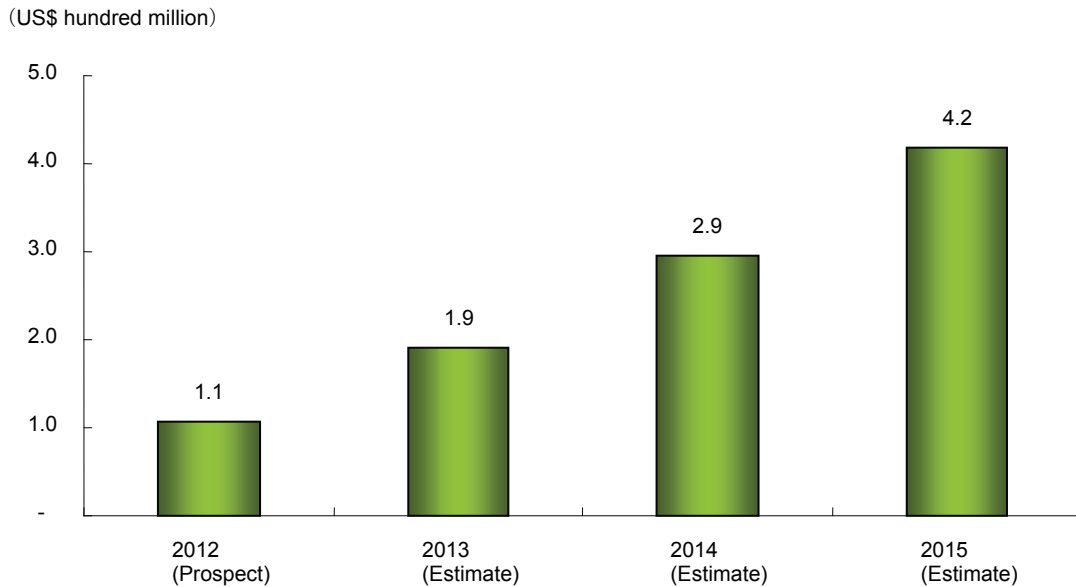


Estimated by YRI

Notes:

1. The figures are based on the sales of businesses.
2. The market size calculated in this research only targeted online commercial activities (i.e., sales of products and/or sales) among the entire social commerce (sales of products and services). Advertisement revenues are not included.

■ **Figure 2 : Estimated Size of Social Commerce Market in Indonesia**

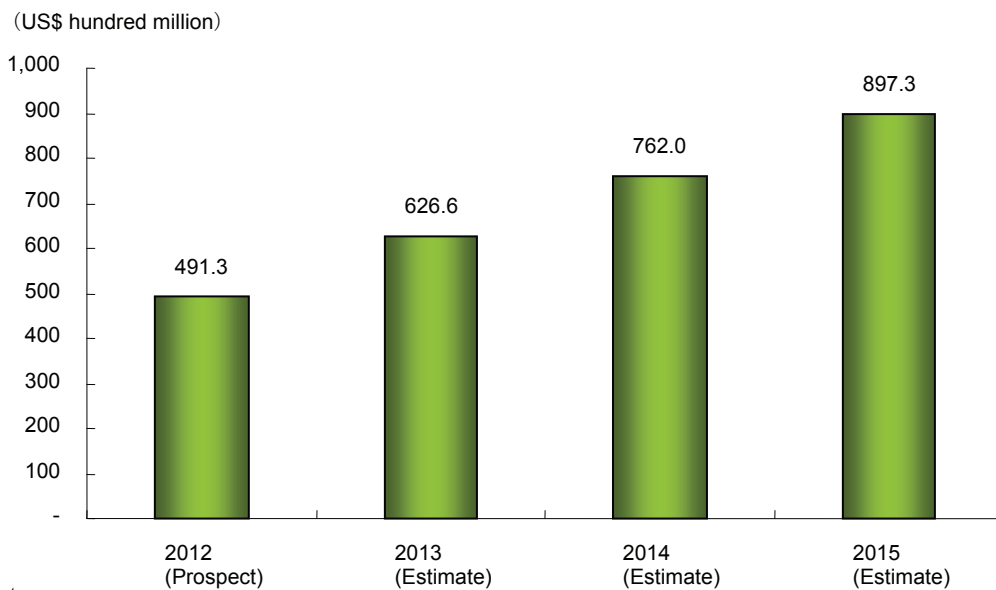


Notes:

Estimated by YRI

3. The figures are based on the sales of businesses.
4. The market size calculated in this research only targeted online commercial activities (i.e., sales of products and/or sales) among the entire social commerce (sales of products and services). Advertisement revenues are not included.

■ **Figure 3 : Estimated Size of Social Commerce Market in China**



Notes:

Estimated by YRI

5. The figures are based on the sales of businesses.
6. The market size calculated in this research only targeted online commercial activities (i.e., sales of products and/or sales) among the entire social commerce (sales of products and services). Advertisement revenues are not included.