



Asia (ex-China) Retail & E-commerce

Weekly Updates

11 June – 17 June 2020

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the latest in Asia

Asia at a glance

[Retail in general: Southeast Asian retailers see digitalization key growth driver](#)

Retail business leaders in Southeast Asia consider digitalization as a major growth driver for them to emerge stronger in the post-Covid-19 era, according to a survey by Ernst & Young; the survey revealed that 59% of retailers intend to digitalize their business within the next year, while 57% of respondents see improving topline performance through online sales and market listings as a clear and immediate priority

Japan

[Department stores: Japanese department store Odakyu to sell in China](#)

Japanese department store Odakyu will sell in China in partnership with Chengan (also known as Taeltech), an online marketplace leverages blockchain technology to prove product authenticity for consumers in China; Odakyu will trial a selection of products including Japanese accessories, apparel and cosmetics, in the first few months in a pilot before the official launch in over 500 cities in China

[Apparel and footwear: Uniqlo starts selling reusable face masks](#)

Uniqlo has started offering reusable face marks in Japan, with a pack of three face masks sold at 990 yen (US\$9); plans for sales of the Uniqlo masks outside of Japan will be announced as they are set, according to Uniqlo's owner Fast Retailing, which with more than 2,000 stores globally and over \$20 billion in annual sales, is expected to be one of the largest retailers to sell masks

[Apparel and footwear: Spain's Ecoalf launches flagship store in Japan](#)

Spanish fashion brand Ecoalf has launched its first flagship store for Japan in Shibuya district, Tokyo; spanning two floors, the new store offers the brand's entire product range of womenswear, menswear, kidswear, footwear, accessories and yoga wear

South Korea

[Beauty and personal care: South Korean beauty brand d'Alba boosts global presence](#)

South Korean cosmetics brand d'Alba has paired up with television shopping channel QVC&HSN in the U.S. to strengthen its global presence in the coming year; the brand also plans to increase its distribution networks further after building d'Alba online presence to boost online sales and localizing its brand to meet overseas customers expectations

Singapore

[Retail in general: Singapore stores ready for second phase of reopening](#)

Many Singapore stores are ready to reopen as the country will enter the second phase of reopening on 19 June along with easing lockdown rules. According to the government, retailers must adhere to safe distancing measures while reopening – F&B retailers can only allow up to five diners per table; shopping malls, department stores or large-scale standalone retail outlets have to restrict capacity to ensure safe distancing

Malaysia

[Beauty and personal care: Malaysian beauty brand Safi launches on Tmall Global](#)

Malaysian beauty brand Safi, one of the major halal beauty and personal-care brands in Malaysia, has launched an online store on Tmall Global, aiming to reach beyond its regional base and jump-start growth in new markets, starting with China; Safi's push into the China market is the brand's latest effort to expand its e-commerce footprint, after kicking off online sales in its home market on Lazada, then in Singapore and Indonesia two years ago

Thailand

[Shopping malls: Siam Piwat Simon to launch Siam Premium Outlets Bangkok](#)

Siam Piwat Simon, a joint venture between Bangkok-based retail property developer Siam Piwat and U.S. largest shopping mall operator Simon Property Group, will launch its first premium outlet centre Siam Premium Outlets Bangkok on 19 June; the new outlet will offer a host of international brands including Burberry, Balenciaga, Bally, Breitling, Coach, Furla, Hugo Boss, kate spade NEW YORK, Montblanc, Nike and Adidas, along with popular Thai brands including EveandBoy and Jim Thompson

[E-commerce: Thailand approves bill to tax foreign Internet companies](#)

Thailand's government approved on 9 June a draft bill requiring foreign digital service providers to pay a value-added tax, becoming the latest country in Southeast Asia to seek to boost tax revenues from international Internet companies; in May, Indonesia

passed a law requiring big Internet companies to pay VAT on sales of digital products and services from July, while in the Philippines, a lawmaker proposed a similar bill in parliament to tax digital services

India

[Reliance Retail reportedly in talks to acquire stake in Future Retail](#)

Reliance Retail and private equity firm Samara Capital are reportedly in advanced talks to buy a stake in Future Retail, which operates BigBazaar supermarket stores; the deal is expected to help Future Group pare its large debt and the group is trying to close the deal within June, according to people familiar with the matter

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