



Asia (ex-China) Retail & E-commerce

Weekly Updates

21 May – 27 May 2020

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the latest in Asia

Impacts of COVID-19

[Asia: Lazada's GMV generated by livestreaming tool LazLive jumps 45% mom](#)

Alibaba-backed Lazada, a major e-commerce platform in Southeast Asia, served over 27 million active audience through its in-app livestreaming tool LazLive; total GMV generated through LazLive also surged 45% mom in April, enabling brands and sellers to enjoy increased sales despite lockdowns and stay-at-home requirements across the region amid the COVID-19 pandemics

[Asia: Fast Retailing to shut down all GU stores in South Korea](#)

Japan's Fast Retailing has recently confirmed that affected by the COVID-19 outbreak, the company will shut down all its three GU stores in South Korea later this summer, with GU website only operating until July; yet, GU will still be available to South Korean customers as Fast Retailing is planning to continue selling select GU product collections via the Uniqlo Korea online store in the future

[South Korea: Lotte Shopping to sell 121 stores this year due to COVID-19](#)

Lotte Shopping has recently announced that it will offload 121 stores, including five department stores, 16 discount stores, 75 supermarkets and 25 LOHB's outlets by the end of 2020; the move comes after the company recorded a devastating loss in 1Q20 due to the COVID-19 pandemic

[Singapore: CapitaLand to launch digital mall and online food ordering platforms](#)

Singapore's largest retail landlord CapitaLand will launch two new e-commerce platforms – digital mall eCapitaMall and online food ordering platform Capita3Eats, which can be accessed through CapitaLand's CapitaStar app and mall websites starting 1 June; eCapitaMall will mainly feature products from retailers currently operating in CapitaLand's shopping malls, while customers can make purchases online and select home delivery. Both the new platforms will also be part of CapitaLand's online-to-

offline strategy beyond the current COVID-19 measures

[India: Amazon India to hire 50,000 temporary workers as demand surges](#)

Amazon India will recruit 50,000 temporary workers to deal with surging demand for online shopping and delivery services in the country – where customers have been stuck indoors for two months in a lockdown to combat the COVID outbreak; the temporary staff will work in Amazon’s fulfillment centers and as part of its delivery network

Other latest happenings

South Korea

[Beauty and personal care: Amorepacific unveils premium skincare brand Sienu](#)

Amorepacific has launched a premium skincare brand Sienu, looking to cash in on the rising demand for high-end anti-ageing products from younger consumers; Sienu features six anti-ageing skincare products under its debut line Time Brace, with prices ranging from US\$90 to US\$451

Singapore

[Luxury: Bvlgari goes online in Singapore](#)

Italian luxury brand Bvlgari has launched its e-commerce platform in Singapore, as part of the brand’s effort to accelerate its global digital expansion in seven new countries over the next three months; the Singapore launch will be followed by online stores in the UAE, Italy, France, Korea, Mexico and Brazil. Prior to the digital expansion, Bvlgari's online shops were previously only available in the U.S., Canada, China, Japan, U.K., Germany, Spain and Australia

[Luxury: Chanel under fair-trade probe in South Korea](#)

French luxury brand Chanel is under investigation for alleged violations of South Korea’s Free Trade Act; the Korean Free Trade Commission (KFTC) is looking into allegations that the brand is placing unfair restrictions on duty-free operators distributing its products to local retailers. Korean law has recently eased restrictions on how duty-free operators can sell and distribute stock following the severe impact of the COVID-19 outbreak on the industry

Thailand

[Shopping malls: Mall Group launches new food service Get Foodhall](#)

The Mall Group, one of the largest mall operators in Thailand, has partnered with food-delivery service Get and Siam Commercial Bank to launch new food service Get Foodhall, enabling customers to purchase meals from different outlets of The Mall in a

single order; Get Foodhall service will first be available in The Mall's five main department stores in Bangkok and be gradually rolled out to 13 more department stores by the end of 2020

India

[E-commerce: Amazon launches Amazon Food in India](#)

Amazon has launched its food delivery service Amazon Food in India; currently available in parts of Bellandur, Haralur, Marathahalli and Whitefield, the new service enables customers to order from handpicked local restaurants and cloud kitchens that pass Amazon's high hygiene certification bar

[E-commerce: Reliance's JioMart now available in 200 India cities](#)

Reliance's online grocery platform JioMart has gone live in 200 Indian cities following its trial launch in Mumbai region; though JioMart's app is not yet available, shoppers can order through JioMart's website, while orders through WhatsApp are also likely to be rolled out across the country, taking a cue from its pilot test in Mumbai

[Consumer electronics: Samsung India, Facebook jointly help offline retailers go digital](#)

Samsung India and Facebook have joined forces to help offline retailers in India go digital by providing training programs, teaching them to build a digital presence through the Facebook family of apps – Messenger, Instagram and WhatsApp; Samsung India believes that through the training, its retail partners will be able to discover and target local consumers digitally, while consumers can also access product information and shop for its products via social media accounts of their local retailers

Asia Distribution and Retail

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