



# Asia (ex-China) Retail & E-commerce

## Weekly Updates

23 January – 30 January 2020

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*the latest in Asia*

### Japan

#### [E-commerce: Japanese online marketplace Minma raises US\\$36 million](#)

Tokyo-based e-commerce startup Minma, which runs online marketplace for local services under platform 'Curama', has secured US\$36 million in its latest Series C funding round led by Nippon Life Insurance's venture capital Nissay Capital; the funds will be used to help Minma enhance its brand awareness, develop new products, invest in startups in line with its business and hire talent globally

#### [Luxury: Louis Vuitton to open its first-ever café in Osaka](#)

Louis Vuitton will unveil its first-ever cafe and restaurant Le Café V on the top floor of the brand's new four-level Osaka flagship store scheduled to open on 1 February; start serving customers on 15 February, Le Café V will include a menu designed by acclaimed Japanese chef Yosuke Suga

### South Korea

#### [Beauty and personal care: AmorePacific to diversify its market](#)

AmorePacific announced that it will work to reduce its reliance on Chinese visitors by diversifying its target customers; the company considers the U.S as its new target market along with countries belonging to the ASEAN members, especially Malaysia, Vietnam and Thailand

### Singapore

#### [E-commerce: Singapore ranks first in mobile payment usage among Chinese tourists](#)

Singapore takes the top spot in mobile payment usage among Chinese tourists, backed by the city's maturity in mobile payment solutions, according to a joint report by Nielsen and Alipay; 97% of merchants in Singapore indicated steady improvement compared to the previous year in terms of mobile payment usage and the amount of mobile spending by Chinese tourists

## Thailand

### [E-commerce: Line Thailand partners with online grocer HappyFresh](#)

Line Thailand's on-demand service unit Line Man will join forces with online grocery platform HappyFresh Thailand to compete in local online grocery market; online grocery competition in Thailand is expected to intensify in 2020 as major super apps - Line, Grab and Lazada, are making foray into the market worth almost US\$1 billion

## India

### [E-commerce: Indian online food delivery market to hit US\\$8bn by 2020](#)

Driven by rapid digitization and growth in both online buyer base and spending, India's online food delivery market is expected to hit US\$8 billion by 2022, growing at a CAGR of 25% to 30%, according to a recent report released by Google and Boston Consulting Group; the report also revealed that variety in cuisines was one of the top reasons for recurrent use of online food ordering apps, followed by good discounts and convenience

### [E-commerce: Flipkart reportedly looks to acquire Walmart's Indian cash-and-carry business](#)

Flipkart is reportedly looking to acquire the Indian wholesale cash-and-carry business of its parent Walmart; the reverse acquisition, if successful, is expected to provide strength to Flipkart's supply chain, while the cash-and-carry business will function as a subsidiary of Flipkart

### [E-commerce: Flipkart teams up with GSHHDC to promote local handicrafts](#)

Flipkart has recently inked a memorandum of understanding with the Gujarat State Handloom and Handicrafts Development Corporation (GSHHDC) to boost local entrepreneurship; under the deal, eligible sellers including artisans, weavers and craftsmen under GSHHDC will receive training and incubation support from Flipkart in the form of onboarding, business insights, dedicated seller support and warehousing

### [E-commerce: Amazon India partners with mom-and-pop shops to boost delivery network](#)

Amazon has paired up with more than 20,000 mom-and-pop shops in India to boost its local delivery network; leveraging the local stores as delivery points, the collaboration is part of Amazon's "I Have Space" program to build relationships with such stores in 350 tier-1, -2 and -3 cities across the country

### [E-commerce: Amazon India to deploy 10,000 electric delivery vehicles by 2025](#)

Amazon India will deploy 10,000 electric vehicles in its delivery fleet by 2025, aiming to become an energy efficient leader in the industry and build a supply chain model of operations which will minimize adverse environmental impact

### [Apparel and footwear: Under Armour to add 15 new stores in India](#)

Under Armour will add 15 new stores at an average size of 2,000 sq. ft. in India this year, aiming to take its total store count to 25 in the country by the end of 2020; the brand opened

its first local store in Delhi's DLF Promenade Mall in March 2019 and ended up having 10 stores in premier malls across Bengaluru, Chennai, Pune, Gurgaon, Noida, Surat and Guwahati last year

[Consumer electronics: OnePlus pairs up with India's distributors to boost local retail footprint](#)

OnePlus, a smartphone brand under Chinese consumer electronics giant BBK Electronics, has tied up with India's distributors Subham Ventures and DSS Enterprise to strengthen retail footprint in India; the partnership aligns with OnePlus's strategic plan to open 100 experience stores across 50 Indian cities this year

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