



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

Weekly Updates

30 April – 6 May 2020

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*the latest in Asia*

## Impacts of COVID-19

### [Asia: Esprit to shutter 56 stores in Asia](#)

Esprit has decided to shut down all its 56 retail stores in Asia outside of Mainland China, including those in Singapore, Malaysia, Taiwan, Hong Kong and Macau as part of its restructuring initiatives to concentrate resources and recalibrate operations in a bid to cope with the challenges posed by the COVID-19 pandemic

### [India: 200 retailers refuse to reopen shops in malls without rental relief](#)

Around 200 retailers and restaurants in India have decided not to reopen their stores in malls that don't heed to their plea to renegotiate rents and move to a flat revenue-sharing arrangement for some months even after those shopping malls resume operations

### [India: Government sets up rural online retail chain](#)

India's government, considering the severe restrictions on mobility and lack of adequate supplies amid the COVID-19 outbreak, has started the creation of a village-level online retail chain, which is considered a local rural version of Flipkart and Amazon; led by Common Service Centres, the rural digital outreach unit of the government, the e-retail chain is planning massive supplies of essentials through fast-expanding outlets that are taking orders online and offline, and carrying out home deliveries

### [India: Amazon, Flipkart to expand warehousing space for post-COVID demand bounceback](#)

Amazon India and Flipkart will lease over 3 million sqft warehousing space across major consumption cities as they expect a major bounceback in demand when the COVID-19 crisis is over; Amazon India reportedly has contracted 2 million sqft of warehousing space while Flipkart has contracted 1 million sqft across Bengaluru, Mumbai Metropolitan Region, Hyderabad, Pune, Ahmedabad, Lucknow and Coimbatore

### [India: Xiaomi to launch new e-commerce service to boost sales amid lockdown](#)

Chinese smartphone maker Xiaomi is set to launch a new e-commerce service “Mi Commerce” in India amid the COVID-19 lockdown, allowing homebound customers to browse online Xiaomi products available at a local retail store close to their home and place orders, while delivery will also be done by the partnered retail store; the new service will be rolled out across India and if it is successful, Xiaomi will continue it after the lockdown ends

## Other latest happenings

### South Korea

#### [E-commerce: Lotte targets double e-commerce sales by 2023](#)

Lotte plans to boost its e-commerce sales to 20 trillion won (US\$16.3 billion) by 2023, a double of the sales in 2019; as part of its efforts to achieve the sales goal, the retail giant is expanding its e-commerce offerings with one-hour delivery grocery and upgraded product recommendation system to attract more online purchases

### Taiwan

#### [E-commerce: Taiwan-based fashion platform Pinkoi expands in Hong Kong](#)

Taiwan-based fashion e-commerce platform Pinkoi, currently operating a physical store in Hong Kong, has expanded its e-commerce services in the city; featuring fashion products from indie brands and independent designers, Pinkoi takes orders placed by customers on its platform and passes on notifications to sellers who will then ship their products to consumers directly

### Singapore

#### [Shopping malls: The Shoppes at Marina Bay Sands launches online shopping concierge](#)

Singapore’s premium shopping mall The Shoppes at Marina Bay Sands has recently launched a ‘click-and-deliver’ digital shopping concierge for online shoppers; as the first of its kind among Singapore’s luxury shopping malls, the new service allows customers to order online hundreds of selected fashion items under more than 10 luxury brands including Bally, Boss, Bottega Veneta, Fendi, Jimmy Choo, Loewe, Manolo Blahnik and Moncler, and have their orders delivered free anywhere on the island

#### [E-commerce: Singapore’s ShopBack acquires Ebates Korea](#)

Singapore-based online cashback platform ShopBack has acquired fellow cashback platform Ebate Korea from Japanese e-commerce giant Rakuten; Ebates Korea has already ceased operations and its users have been directed to ShopBack Korea’s beta platform, while the official launch of the new ShopBack Korea is tentatively scheduled in mid-2020

#### [E-commerce: Google Singapore adds menu discovery feature on its Google Pay app](#)

Google Singapore has launched a new menu discovery feature on its Google Pay app to make it easier for consumers to interact with local restaurants and order food for delivery; with the new feature, users can browse menus and contact restaurants directly to order and pay, while over 100 small catering businesses such as coffee shops, hawker stalls and restaurants have joined 150 large chains already on the platform to offer food services

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