



Asia (ex-China) Retail & E-commerce

Weekly Updates

6 December – 11 December 2018

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the latest in Asia

Asia at a glance

[E-commerce: GfK: Mobile devices become the most important shopping tool](#)

According to the latest study conducted by GfK, the trend of using mobile phones for e-commerce purchases in the APAC region is particularly high in China (45%), India (42%), Indonesia (39%) and Singapore (33%). The study also reveals that 63% of consumers in the region agreed that mobile devices are becoming the most important shopping tool

South Korea

[Hypermarkets: E-mart acquires American food retailer Good Food Holdings for US\\$270 million](#)

E-mart has acquired American food retailer Good Food Holdings for US\$270 million. E-mart, a subsidiary of retail conglomerate Shinsegae, intends to stabilize and expand its operations in North America through its first overseas acquisition

[Outlets: Lotte opens a premium outlet in Giheung](#)

Lotte has opened a new premium outlet in Giheung, Gyeonggi Province, which is the second-largest among its outlets nationwide. It aims to attract some 25 million shoppers in and around the region including Yongin, Suwon, Dongtan and Bundang in Gyeonggi Province

[Beauty and personal care: Tonymoly partners with Moschino to launch Asia exclusive collection](#)

Recently, Moschino has collaborated with South Korean cosmetics brand Tonymoly on a collection of makeup and skincare products. The collection includes a cosmetics line and a few skincare items in sleek black, white, gold and rainbow packaging

[Convenience stores: Convenience store operators agree to avoid excessive competition](#)

South Korean convenience store operators agreed not to engage in cut-throat competition in the

latest move to better protect struggling franchisees. They signed a voluntary deal which specifies that convenience stores of rival brands should be at least 50 meters away from each other

Thailand

[Toys: Lego opens its official store in Bangkok at Siam Paragon](#)

Lego has launched its first official store in Bangkok at Siam Paragon. The 150 sqm space stocks up all Lego products, including exclusive items available only at Lego's official stores

Malaysia

[Apparel and footwear: Steve Madden launches in Malaysia](#)

American footwear brand Steve Madden has opened its first store in Mid Valley Megamall in Kuala Lumpur. This is the second Steve Madden retail space launched by luxury and lifestyle retail group Valiram, the brand's retail partner. The first being at Takashimaya Shopping Centre in Singapore

[Shopping malls: Shah Alam's Central i-City to open on January 12](#)

Central i-City, a joint venture between Thai retail property developer CPN Ventures and Malaysian developer I-City Properties is scheduled to open on 12 January 2019. This is the largest shopping mall in Selangor's state capital of Shah Alam, Malaysia

[Convenience stores: Mynews launches a new app for cashless purchases](#)

Malaysian convenience retail store chain Mynews has released a mobile app for cashless purchases and membership points monitoring

India

[E-commerce: Amazon India sees highest product returns](#)

Amazon sees more product returns in India than in any of the 17 markets where it operates. One reason for the returns is counterfeit products; the other reason is the wider prevalence of cash on delivery and logistical challenges in the smaller towns of India

[E-commerce: Snapdeal sees rapid growth in business volume](#)

Online market place Snapdeal has seen rapid growth in business volumes in the past 12 months. Snapdeal added more than 50,000 new sellers including fashion, home products and home electronics appliances, etc.

[E-commerce: Flipkart to invest in furniture, groceries](#)

Flipkart has transaction growth of more than 80% in some months and the company plans to push newer categories such as furniture and groceries over the next three years.

[Apparel and footwear: Mufti to expand footwear retail to 500 stores](#)

Indian denim brand Mufti has announced its expansion into the footwear category with a multi-fold strategy including the launch of its latest Autumn/ Winter footwear collection

[Luxury: Salvatore Ferragamo forms partnership with Reliance Brands-backed Genesis Luxury](#)

Salvatore Ferragamo has announced its long-term partnership in India with Genesis Luxury, a part of Reliance Brands Limited. Through this partnership, Genesis Luxury will offer the luxury brand's products through all relevant channels of sale

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