

APAC SMBs Embrace eCommerce to Thrive

APAC is one of the leading regions for eCommerce growth, a trend that is expected to continue in 2022¹. SMBs make up the majority of enterprises and are the cornerstone for the region's economy². PayPal commissioned a study with SMBs across Hong Kong, India, Japan and Singapore. Here are the five trends that have emerged from the study.

¹eCommerce - Asia | Statista Market Forecast
² The Foundation for Economies Worldwide Is Small Business | IFAC

1 Markets with higher digital adoption have SMBs reporting a positive experience during the pandemic

	India	Singapore	Hong Kong	Japan
FinTech adoption rate pre-pandemic ³	87%	67%	67%	34%
SMBs reported positive impact during pandemic	52%	25%	19%	14%

³ Global FinTech Adoption Index 2019 | EY

2 Greater diversity of payment methods seen across the surveyed markets

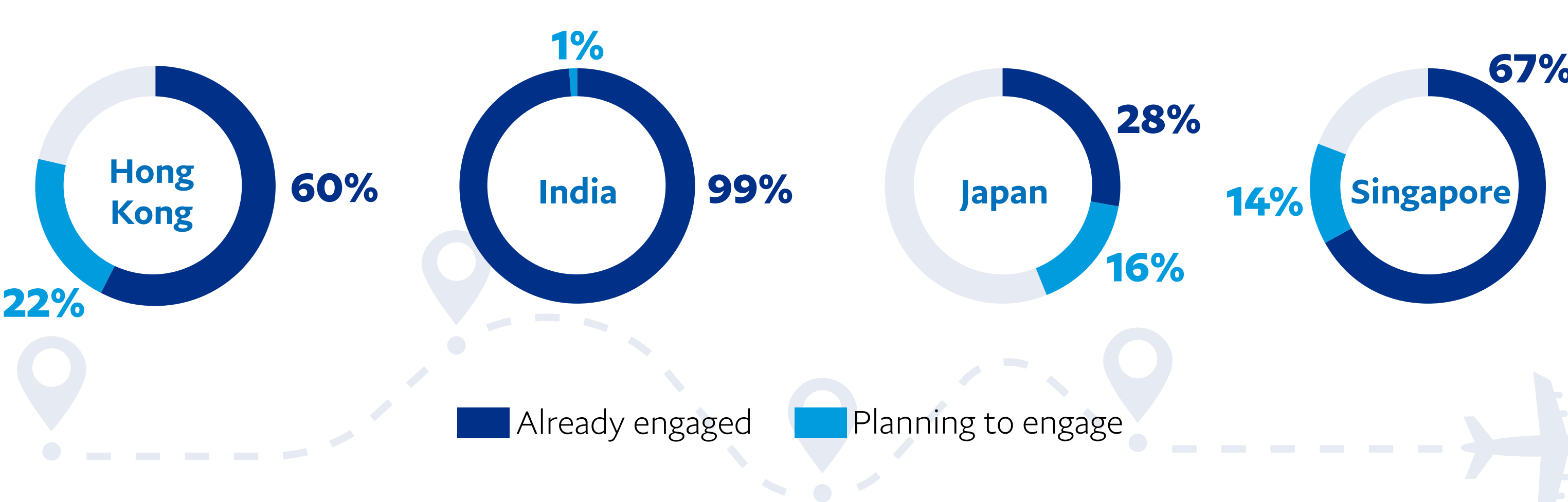
SMBs in Hong Kong, India and Singapore reported greater consumer receptiveness to digital payments.



3 Rise in cross-border trade to leverage the untapped global opportunity

Driven by the growth in eCommerce, cross-border trade has become a key priority for SMBs across APAC as many view it as a key growth driver.

Cross-border trade adoption among SMBs

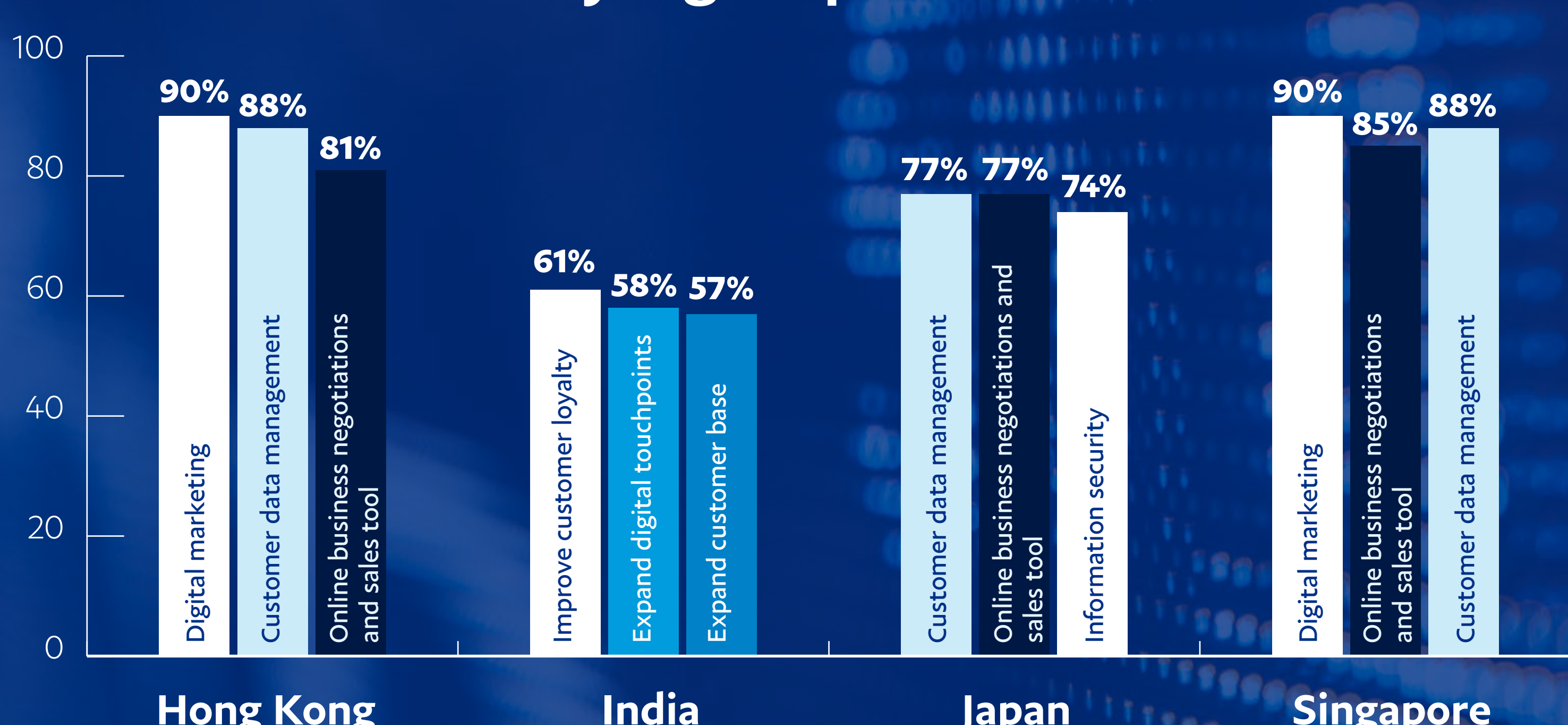


4 SMBs to focus on digital investments to grow their business

SMBs to continue investing in building their digital capabilities



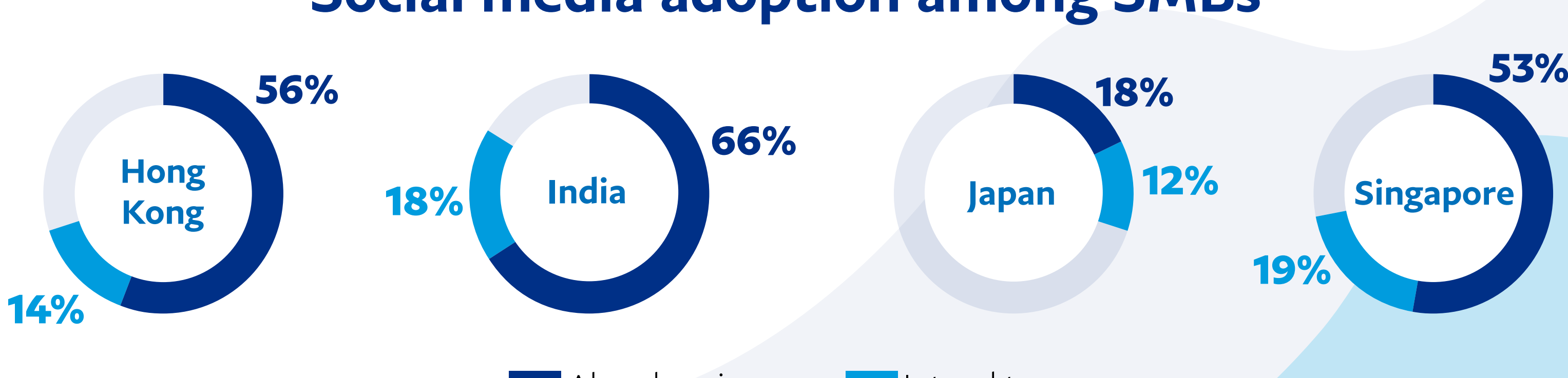
Key digital priorities



5 Social media to accelerate growth for SMBs across the region

Social media helps break down geographical barriers for SMBs, helps them reach new markets and a wider consumer base.

Social media adoption among SMBs



PayPal commissioned APAC SMB Surveys 2021. N=980. Online survey of business decision makers of Hong Kong, India, Japan and Singapore SMBs (which are currently engaged in online selling) between September to October 2021