

P B I T



ECOMMERCE

Digital Antivirus Against Coronized Economy

“There are between **12M** to **24M** ecommerce sites in the world”

Source: DigitalCommerce360

Sky Rocketing Growth Trends

Statista in 2017,
predicted the global
ecommerce size to be
\$1.2T by 2023.

Due to the increased
online purchases would
the forecast double or
triple by 2023?

Retail Ecommerce in Global Perspective by 2023

\$1.2T

Asia Pacific Region (APAC)

Source: Statista 2017 (Shopify)

2Bn

Internet Users in Asia

5,000

New e-domains per hour globally.

The coronian days have, unfortunately, detoured the consumer purchases from stores and shops to the websites and e-stores. In developed countries, economy is at halt since several days but the lockdown appeared as an opportunity-cum-solution.



COUNTRIES WITH LEADING DIGITAL FOOTPRINT

1.4 Billion

79%
18+ **38.4**
Median Age

Internet Users
↑ **7%**
Growth 2019 vs 2018
855Mn People
i.e. **59%** of total population

People purchasing online
850 People
i.e. **59%** of total population

1,021USD
Avg annual revenue per online Transaction- USD

99%
Online purchases as a % of Internet User

1.3 Billion

68%
18+ **28.4**
Median Age

Internet Users
↑ **23%**
Growth 2019 vs 2018
688Mn People
i.e. **50%** of total population

People purchasing online
654Mn People
i.e. **48%** of total population

49USD
Avg annual revenue per online Transaction- USD

95%
Online purchases as a % of Internet User

330 Million

78%
18+ **38.3**
Median Age

Internet Users
↑ **0.6%**
Growth 2019 vs 2018
288Mn People
i.e. **87%** of total population

People purchasing online
263Mn People
i.e. **80%** of total population

1,389USD
Avg annual revenue per online Transaction- USD

91%
Online purchases as a % of Internet User

84 Million

83%
18+ **45.7**
Median Age

Internet Users
↑ **0.4%**
Growth 2019 vs 2018
78Mn People
i.e. **93%** of total population

People purchasing online
68Mn People
i.e. **81%** of total population

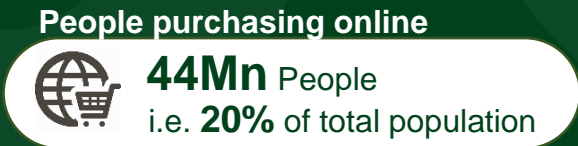
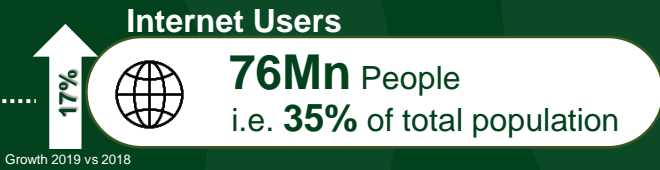
1,094USD
Avg annual revenue per online Transaction- USD

87%
Online purchases as a % of Internet User



Pakistan's Potential

National E-Population



PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS



12%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS



3.3%

02

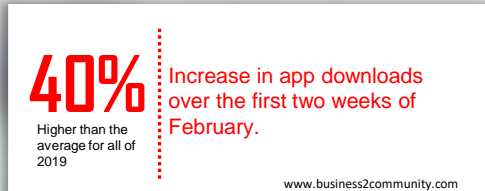
Online Purchases

Would the Strategy Continue Post-COVID?

CORONAVIRUS Venerdì 13 marzo 2020 - 15:24

“E-commerce flies during COVID-19 as Italy goes up by+ 82.3%”

Nielsen: "Dato in linea con il trend della settimana scorsa"



South Korean e-commerce firm Coupang stretched by order surge as Covid-19 cases jump

SOUTH KOREA 🇰🇷

Friday, 06 Mar 2020
6:05 PM MYT

By Joyce Lee and Heekyong Yang



A delivery man for Coupang wearing a mask to prevent contracting the coronavirus as he checks an address on his route in Incheon, South Korea. — Photos: Reuters

17.5%

Global retail ecommerce sales are expected to increase till 2021

www.business2community.com

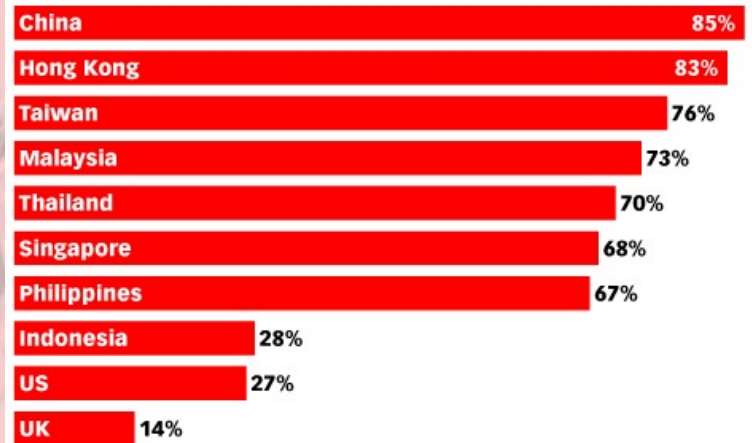
Staying Safe : Online Purchasing on Rise

Is the Changing Mindset Permanent or Temporary ?

In countries like China, UK, USA, Singapore, Thailand etc. the public has shifted to online buying to observe social distancing for speed-breaking the local transmission of COVID-19

Internet Users in Select Countries Who Have Avoided Crowded Public Places to Protect Themselves from the Coronavirus, by Country, March 2020

% of respondents in each group



Note: ages 18+; in the past 2 weeks
Source: YouGov, March 3, 2020

Digital Ad Spending, by Country

2020, billions



Source: eMarketer, March 2020

Visible Shift in Marketing Budgets from Traditional to Digital Spending

The Ecommerce Basket

Pakistan's Local Spending



Purchases under Consumer Ecommerce Categories during 2019, in U.S. Dollars

\$932 Mn

Fashion & Beauty

\$429 Mn

Electronics & Physical Media

\$185 Mn

Food & Personal Care

\$168 Mn

Furniture & Appliances

\$227 Mn

Toys

\$3.71 Mn

Travel (Including Accommodation)

\$39 Mn

Digital Music

\$121 Mn

Video Games

ABOUT US

Punjab board of investment & trade is a provincial trade and investment promotion agency established by the Government of Punjab in 2009. In today's global economy, trade and investment play an increasingly important role in generating means for transformative change. At PBIT, we strive to ensure that this transformative change is sustainable and more impactful. PBIT is committed to enhancing the global competitiveness of Punjab and its business. To this end, we work to attract new investments in the region and strengthen the existing ones by promoting local investment opportunities, facilitating businesses and highlighting the distinct advantages of Punjab as a business location.

Transactions Department

Punjab Board of Investment and Trade targets a socio-economic growth through its Transactions Department. The department plans to fortify its deep roots, both locally and internationally, by reaching out to leading businesses for discussing the panoramic commercial opportunities. As per the initiative of inventiveness, the department plans to provide a transaction advisory as defined in its role to bring-in the investments and establish new businesses. For this purpose, Pitch books of different identified sectors are a new resourcefulness of this department which would target to develop the in-house capacity of production by connecting the local and international market players. This would not only ensure the technology transfer but also create several jobs in the province. The department plans to connect through the regional IPAs, financial institutions, the embassies in different countries and local chambers as well so as to fast-track the process of economic growth and industrialization in Punjab in regard to its recognition as 'The Land of Opportunities

Investment Associates

Mafaz Ahsan

Ghazi Asad Ali

Bilal Ansir

Deputy Manager

Samad Rasheed

Head of Transactions Dept

Rana Waqas

