



# THE IMPACT OF THE COVID-19 PANDEMIC



# Home as the center of life



## Behaviors that have changed



Home has become central to everybody's lives.



Increased attentiveness to your health.



Income reduction.

## Trading channels

Familiarity with buying products online

Online shopping.

Products that are demanded by the market

Lifestyle products for home improvement.

Healthy products.

Products that have been carefully selected:

- Necessities > Wants
- Brand confidence





Lazada

 81%

amazon

  
 150%



THAITRADE.COM

 84%

# Challenges Post-Pandemic



Will we be able to create fair competition between domestic and international providers of e-Commerce platform services?



Will we be able to introduce contactless technology into e-Commerce businesses?

Will we be able to integrate public departments in order to encourage Thai businesspeople to sustainably enter into e-Commerce?



Will we be capable of strengthening the ecosystem and make e-payment more secure in order to instill trust in users?



Will we be able to gain market share in a world that's dominated by global platforms e.g. Lazada, Facebook, Instagram?



Will we be able to support the expansion of e-Commerce?

# Action Plan for E-Commerce Development: Phase 1 (2021-2022)

## Vision

In the current era of digital economies, we see e-commerce becoming the essential mechanism driving trading activities and the economy.

**5.3 trillion Baht**

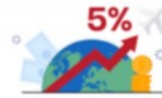


Thailand's e-commerce value will increase to 5.3 trillion Baht (2022)

## Main Goals



Thailand's e-commerce value for SMEs will increase by at least 5% per year.



Our Outbound Cross Border e-Commerce value will increase by at least 5% per year during 2021-2022

## BIG DATA



The integration of e-commerce data from the public and private sectors will result in the development of the Big Data system.

## Secondary Goals



The quantity of DBD registered seals issued will be at least 10,000 per year.

**10 projects per year**



The basic ICT structure of the e-Commerce ecosystem and enabling factors will be developed by at least 10 projects per year.



### Strategy 1: Enhancement and Promotion

The development of the E-Marketplace platform to enhance domestic and international trade.



### Strategy 2: Ecosystem and Enabling Factors

Improving the ecosystem and enabling factors of e-Commerce.



### Strategy 3: Trust and Sustainability

Building confidence in e-Commerce transactions.



### Strategy 4: Competency Building

Training Thai businesspeople to utilize and benefit from e-Commerce businesses.

# Total Trading Value of Office of Digital Commerce Market **547.85 Million**



Trading Value **524.72 Million** (Jun - Dec 2020)

Thaitrade.com



BUYER **194,512 Persons**



SELLER **23,698 Persons**



Product (SKUs) **268,131 SKUs**

## Online Business Matching

OBM 2020

**493** Importers

**640** Exporters

**94** Time

Matching Pairs **2,123** Pair



Trading Value **13.82 Million**

China Market



Thai Fruit & Foods

Cambodia Market



Food, fashion, Home, Decoration and Accessories, Healthcare

India Market



Foods & Beauty

USA Market



Foods, Healthcare

## ONLINE RESELLERS<sup>CONNECT</sup>

Matching Pair

**439** Pair

Online Reseller

**52** Persons

Thai Entrepreneurs

**247** Persons

Trading Value **9.31 Million**