
2022 7 31

2022 8 17

16 98%

RCEP

600

SHEIN 02

Shopee

Lazada

RCEP

2022

16 98%

8 10

98%

2021 8 9 1

16 98% 16

98%

2021 8 0 8786

8 10 eMarketer

EC 10

2022 28790

EC 45.3% EC

35.9% 30.1% 15.0%

RCEP

7 27 2022 RCEP

B2C 1/2

1/2 2019 2022 1.96 2019

2021 33.2% 1/2 -

" 19.6% 1.69

					146.46%	
8	2				2022	6
		2519	2022	300		3000
2022	1-6			432.93		65.1%
		1631.51		146.46%		159.30%
				101.11%	155.04%	
				"	"	

		56000		3.6	2021
	5	2500		3	5
		30%			

8	9			.	.
2022					
		500		756	
		10%			

AMZ123

				2313.5		
7	28		Di gi tal Commerce360			
		2022		2313.5		
2167.4			6.7%			
				VI OMALL		
			Ni nj a Van			
						15%
			16%			
				600		
8	4					
			1000	600		
			60%	2020	54%	2025
			65%			
			2022	9800		
			7	12	Factum	
6	6-8			9800		
			28%	2014		
				16%	7%	
			5%			
				3%		

6 17

2022 7 1

1250

20

400

68%

BPR

PPP

BP

SKU

51%

7 26

2022

2022

SKU

51%

618

400

100

100

100

SHEIN Q2

8 8

Sensor Tower

2022

SHEIN

13%

630

SHEIN

7%

680

IT

SHEIN

SHEIN

SHEIN

20

9

SHEIN

600

60000

3900

SHEIN

300

SHEIN

AMZ123

8 3

5

Flex

Prime

2.99

25

10 1

2022 10 1

/

5% 20% 30%

2023 Amazon Drive
8 2 Amazon Drive
iOS Amazon Drive
2022 10 31 Amazon Drive
Amazon Photos
TechWeb

Shopee 8 31
7 29 Shopee 2022 8 31 Shopee
Shopee Shopee 8
31 Shopee
DNY123

Shopee
8 4 Shopee Shopee

Lazada FBL
8 1 8 Lazada FBL
Lazada FBL

GMV

Wildberries 4

Wildberries 2022

94% 6287 101% 6.039
1.2 33.5 84

ACIT

1.25 59%

Qoo10		Cafe24	
8	2	eBay	Qoo10
Cafe24	8	1	Cafe24
Qoo10	Cafe24	EC	Qoo10
Plus	Cafe24		1/2 Cafe24 Market
1/2		Qoo10	2000

" 1/2

"

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P

" "

Lazada

7 28

Lazada

/

Lazada

		Shopee			
7	28	Shopee		2022	
		ShopeeMalaysia	6	1	30 BOHO
					BOHO
					21%

				Summer Sale		618	"
1/2					1/2	inflatable pool	
"			6		27		40%

			1	7	8990	3%	
8	3						1
			8990		86.9		3%
							4%
7		1517			14.9	11%	12%

			"	"	
8	3				

" 1/2

" "

3 5

8 8

5 11

-204C

23

3-4

DHL

8 2

DHL Express

9 1

DHL International

DHL Express

DHL Express

AMZ123

2022 9 14-16

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- 1
- 2
- 3
- 4

FOB

1. ~~1/2~~ ~~1/2~~ 4

Central Lanera Uruguay

Engraw

Lanas Trinidad

Tops Fray Marcos

2. ~~1/2~~ ~~1/2~~ 5

Central Lanera Uruguay

Engraw

Lanas Trinidad

