

E-commerce

Longer Term Investments (LTI)

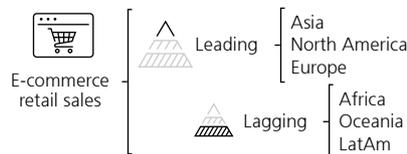
Consumer behavior is changing as more goods are purchased online. Greater smartphone penetration has dissolved boundaries of time and place, enabling consumers to buy products whenever and wherever they want. The global e-commerce market is worth an estimated USD 3.4tr worldwide, with expected growth of over 8% annually over the next four years, to reach USD 7tr by 2027.



Projections and opportunities

Share of e-commerce retail sales

Share of e-commerce retail sales varies by region. Asia, North America, and Europe are leading. Africa and Latin America are lagging.



Source: Morgan Stanley, UBS, as of June 2023

Two global leaders

Global e-commerce is dominated by two companies (Alibaba and Amazon) and two regions: China (37%) and US (30%).



Source: Morgan Stanley, UBS, as of June 2023

Global growth

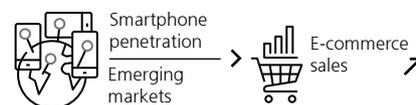
We expect the global e-commerce market to grow to USD 5tr by 2027.



Source: Morgan Stanley, UBS, as of June 2023

E-commerce drivers

Rising smartphone penetration in emerging markets is driving e-commerce sales.



Source: UBS

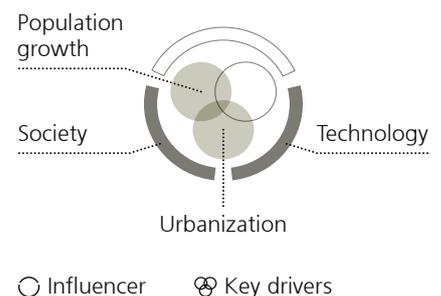
Social media impact on e-commerce

Livestreaming social commerce is growing strongly worldwide, and more especially in China. It is expected to exceed USD 720 billion in 2023.



Source: Morgan Stanley, UBS, as of June 2023

E-commerce investment properties



○ Influencer ⊗ Key drivers

Near-term drivers

- Growing online penetration rate
- Consumer convenience
- Same-day delivery becoming the new standard
- Growing product offering
- AI, VR and AR, data analytics, metaverse
- Acceleration of livestreaming social commerce

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