

SOUTHEAST ASIA'S

Internet e-Conomy

Southeast Asia's internet economy is expected to hit

\$50B

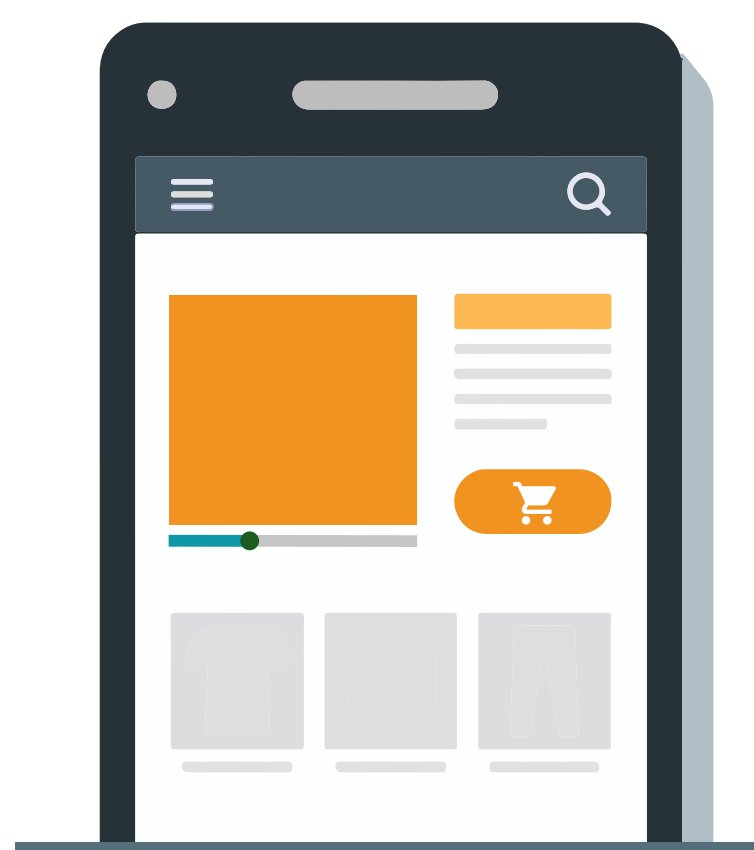
in 2017.



SEA's seven internet unicorns (companies with over \$1B valuations):



More than 90% of SEA's internet users are on smartphones. They spend an average of 3.6 hours per day on mobile internet—the most in the world.



There will be

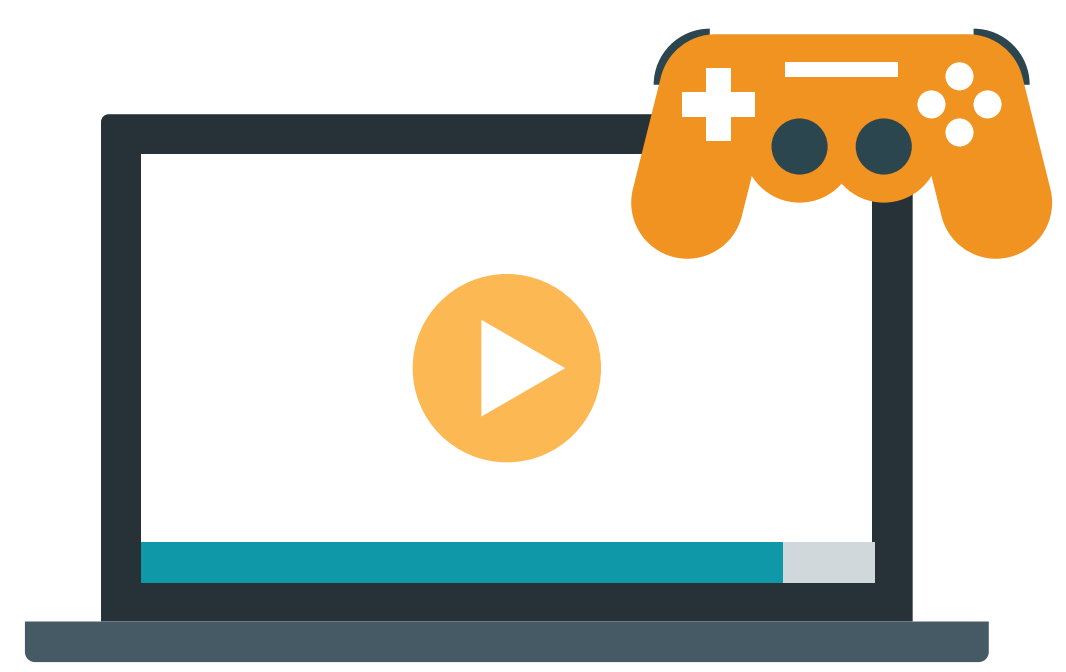
330M

monthly internet users in SEA by the end of 2017
+70M users since 2015.

The online travel industry has reached

\$26.6B

led by airline and hotel bookings
+18% since 2015.



The online media industry has grown to

\$6.9B

led by online ads and gaming
+36% since 2015.

E-commerce transactions hit almost

\$11B

in 2017, **+41% since 2015.**



SEA internet users spend 140 minutes per month on platforms like Lazada, Shopee, and Tokopedia, sites that help SMB retailers reach new consumers online.



The top three players, Grab, Go-jek, and Uber, engage more than 2.5M SEA drivers—a 4X increase since 2015.

The ride hailing industry has topped

\$5B

in gross bookings
2X growth since 2015.

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Get the latest thinking on the internet economy in Southeast Asia from Google, Temasek, and more.

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