






Expand your business to South East Asia with Amazon Singapore









Why expand to



Singapore has one of the highest GDP per capita and e-commerce penetration vs other developed nations

	Country	GDP per capita (PPP)	Year
	Singapore	98,526	2020
	Qatar	89,949	2020
	Switzerland	71,352	2020
	UAE	69,958	2019
	Australia	52,518	2020

Country/Region	E-commerce penetration %
 Singapore	79.7%
 United States	79.0%
 Australia	74.9%
 Japan	73.7%
 UAE	69.4%
 Europe	59.7%

1. Statista e-commerce penetration reports, 2021
2. World Bank GDP per capita by PPP comparisons, 2019-2020

Singapore: small nation, impressive global connectivity

#2

Worldwide in ease of doing business¹

#1

Customs Clearance with 90% e-permits cleared within 10 min and 90% physical cargo within 8 min²

#1

In Asia for IP protection³

26

Free Trade Agreements – the widest FTA network in Asia, including the US-SG, EU-SG, KR-SG, IN-SG, AU-SG FTA⁴

3 billion

Asian Consumers can be reached from Singapore within a 6h flight radius⁵

Source:

1. The World Bank, 2020: <https://www.doingbusiness.org/en/data/exploreconomies/singapore>
2. Singapore Economic Development Board, 2020 <https://www.edb.gov.sg/en/our-industries/logistics-and-supply-chain-management.html>
3. The World Economic Forum Global Competitiveness Report, 2019
4. Enterprise Singapore, 2021 <https://www.enterprisesg.gov.sg/non-financial-assistance/for-singapore-companies/free-trade-agreements/ftas/singapore-ftas#:~:text=Comprising%20about%2030%25%20of%20global,boost%20trade%20and%20investment%20flows.>
5. Singapore Economic Development Board, Consumer Businesses 2020 <https://www.edb.gov.sg/en/our-industries/consumer-businesses.html>



Singapore: the heart of South East Asian emerging economies

Singapore is the easiest entry point into South East Asia

- English speaking
- 64% Credit/Debit Card penetration for e-commerce¹
- 73% shopped cross-border online²

630
mil

Customers in 10 South East Asian nations, 50% below 30 years old³

#4

Largest economic region by GDP by 2030 (behind EU, US, China)³

500
mil

Rising middle class in South East Asia by 2030³

330
mil

Internet users, 3rd largest in the world³

Source:

1. World Pay Report, 2019

2. JP Morgan Payment Trends Report, 2020: <https://www.jpmorgan.com/merchant-services/insights/reports/singapore-2020>

3. Singapore Ministry of Trade & Industry, 2020: <https://www.mti.gov.sg/-/media/MTI/improving-trade/FTAs/All-you-need-to-know-about-SG-FTAs-and-DEAs.pdf>



Amazon Singapore is currently the only South East Asian Store worldwide.

Prime, and associated logos are trademarks of Amazon.com, Inc. or its affiliates

amazon.sg

Why expand to



Strong growth and potential for E-Commerce in Singapore



Growth of E-Commerce in SG

- Revenue expected to exceed **US\$3.2BN¹** in 2021, **US\$4.6BN¹** by 2025
- High e-commerce penetration rate of **79.7%** in 2020²



Online spending continues to rise

- Average basket size across SEA increased by **23%**³
- Singapore shows one of the biggest improvements at **+51%**³
- The average annual online spend is **SGD2,206.24/USD 1,618⁵**



Strong growth of Amazon Singapore

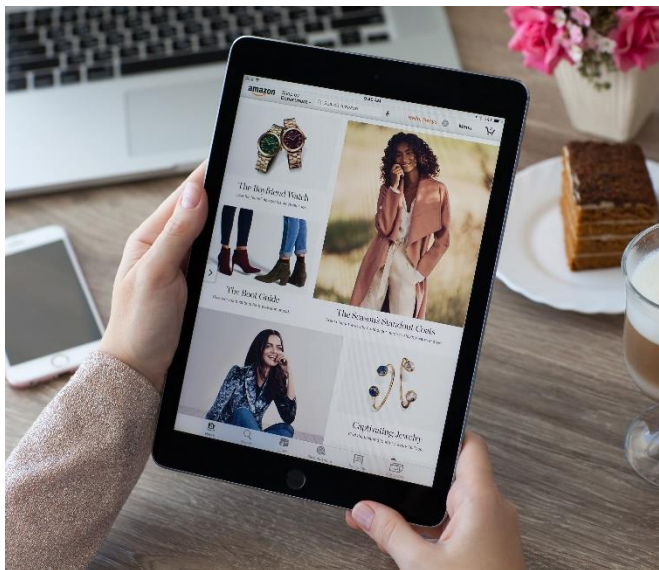
- After 2 years, Amazon Prime ranked **#3 most recommended brand in Singapore⁴**
- Amazon Singapore has one of the highest Amazon Prime penetration rates worldwide. Amazon Prime allows 1 day delivery in SG which is an important delivery experience for a small urban city.

1. Statista's Singapore e-commerce revenue, 2021: <https://www.statista.com/outlook/dmo/ecommerce/singapore?#revenue>
2. Statista's e-commerce penetration APAC, 2020: <https://www.statista.com/statistics/412302/ecommerce-penetration-asia-pacific-countries/>
3. iPrice 2020: <https://iprice.sg/trends/insights/the-impacts-of-covid-19-on-e-commerce-in-southeast-asia-in-h1-2020>
4. YouGov Recommended Brand Index 2021: <https://sg.yougov.com/en-sg/news/2021/07/14/yougov-recommend-rankings-2021-singapore/>
5. JP Morgan payment trends report, 2020: <https://www.jpmorgan.com/merchant-services/insights/reports/singapore-2020>

Why expand to



Snapshot of Singapore online shoppers



Mobile commerce

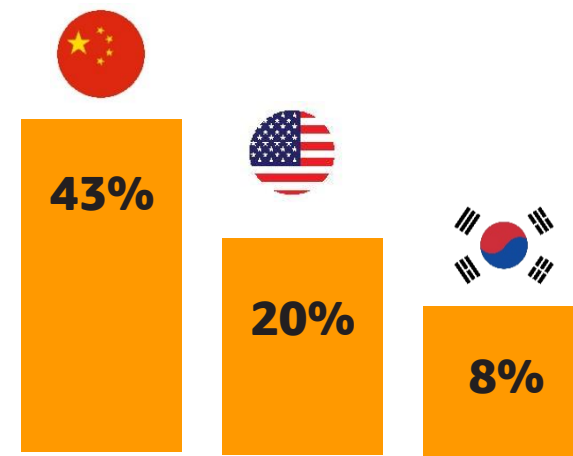
- 47% e-commerce transactions are done on a mobile device
- Growth is being driven by Singaporean consumers aged 18 to 29, with 75 percent of this demographic using their mobile devices to shop.

Social platform	Usage penetration of SG shoppers
Whatsapp	86%
Facebook	82%
Instagram	71%
FB Messenger	70%

High social consumption with live streaming and use of social influencers on the rise

- Facebook and Instagram are top social channels
- Fast and cheap shipping, coupled with good deals/discounts, and quality selections are primary motivators for Singapore shoppers.

73% Singapore shoppers have bought imports online



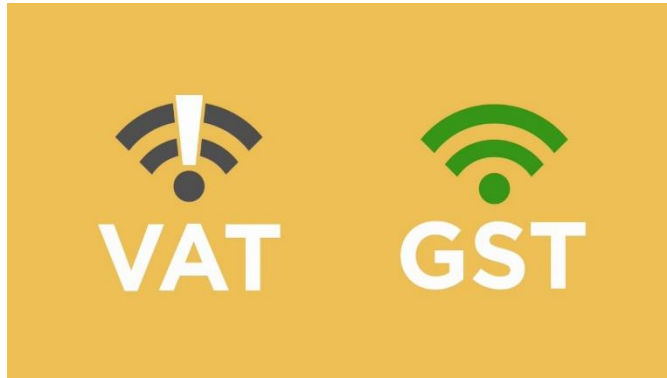
Singapore consumers are familiar with cross-border commerce

- 73% of online consumers in Singapore have shopped from overseas sellers (vs 34% in the US)
- Top cross-border online shopping origins are China, US and South Korea
- Shoppers choose cross-border brands and products to access higher-quality and greater variety of goods

Why expand to



Easy to launch on Amazon.sg with low entry barriers



Pay S\$0 VAT/GST fees

for goods and services made below SGD1 million per year in Singapore. [Learn more](#)



Pay S\$0 or low import fees

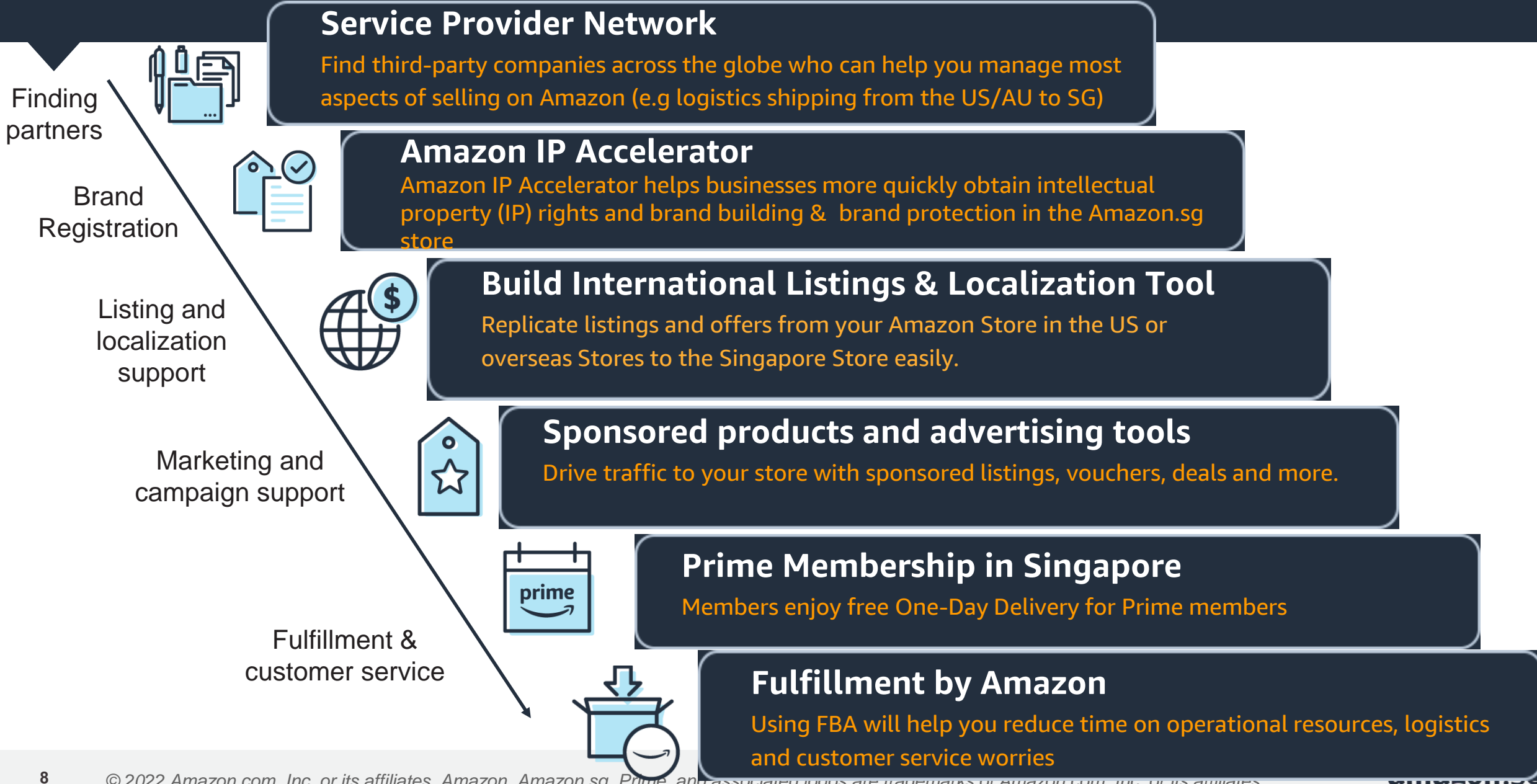
No payable GST or duty for CIF value less than or equal to S\$400 by air freight to Singapore. [Learn more](#)



Opt for Fulfillment by Amazon (FBA)

to enjoy the convenience of having Amazon to pick, pack, ship and offer customer services for your products in Singapore. [Learn more](#)

Tools and features available in Singapore to launch seamlessly



Amazon Singapore fees

No	Item	Cost of Selling	Remarks
1	Monthly Subscription Fees	S\$29.95 / month	Promotional waiver
2	Referral Fees	6-15%	Varies per category & item price
3	Fulfillment by Amazon (FBA) Fees		
	a. FBA Storage Fees	S\$12.84 per cubic meter per month (w/GST)	Charged between the 7th and 15th day on the following month
	b. FBA Fulfillment Fees	S\$2.70-13.59*	*Depends on size of product (per unit, sold on Amazon w/GST)
4	Merchandising Fees		
	Merchandising – Deals, Promotions/ Vouchers	Free	Promotional waiver

Related Fees for Selling on Amazon.sg:

<https://sell.amazon.sg/selling/pricing.html>

FBA profitability calculator:

<https://sellercentral.amazon.sg/fba/profitabilitycalculator/index>

Promotions for Amazon Singapore



Monthly subscription fee
waived till 31 Dec 2022(*)

(See: [Registration Guide](#))



Free storage & Free Removals
with the Fulfillment By Amazon
New Selection Program(**)

(See: [FBA Promotion Guide](#))



No fees for Deals and Vouchers for
all deal types via Fulfillment by
Amazon (only on Amazon.sg)



Free S\$65 in ad
credits for
Sponsored Ads***

Full T&Cs to monthly fee waiver: [here](#) (*)
[Conditions apply](#) (**)
T&C for ad credits: [here](#)

Available Categories to sell on Amazon.sg

					Consumer Electronics	Consumables	Other Hardlines	Media	Softlines
Top Ranked Categories	◀	Electronics	Health & Personal Care	Home	Books				
		Personal Computer (PC)	Beauty	Kitchen					
		Wireless	Baby	Sports					
				Toys					
		Camera	Personal Care Appliances	Home Improvement	Books	Watches			
		Office Products	Grocery	Tools	Video Games	Jewelry			
		Musical Instruments	Wine	Pet Products	Software	Luggage			
		Home Entertainment	Luxury Beauty	Business Instruments & Scientific Supplies	Music	Apparel & Shoes			
				Automotive		(*not yet launched)			

Steps to Launch your Business on Amazon.sg



4 Steps to Launch your Business on Amazon.sg

Step 0: [Click here](#) to research country regulations, Amazon Store categories and compliance policies

1

Create your Amazon seller account

- Prepare the required documents and information
- (If you already have an Amazon account in another country) Login to Seller Central under Sell Globally to open SG Store & link your accounts (See [Registration Guide](#))

2

Build High Quality Product Detail Page

- Get product category approval
- Create high quality, optimized listings for better discoverability

3

Reach out to Prime members with Fulfillment By Amazon (FBA)

- Create your FBA shipment
- Ship your products to Singapore's fulfillment center

OR Use Merchant-Fulfilled Network option

4

Promote your products to drive traffic and conversion

Use tools on Amazon to promote and help your business grow

- Brand Registry
- Deals & Merchandizing event participation
- Advertising

Amazon Singapore 2022 event calendar

**The events and dates are indicative only and subject to change.*

Tier 1

TBC Amazon Prime Day
primeday

Nov Black Friday
Cyber Monday



Tier 2

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Jan-Feb

Chinese New Year

Jan 5 – Feb 15



Mar

3.3 Sale

Mar 3



Jun

6.6 Sale



Aug

SG National Day
8.8 Sale



Oct

10.10 Sale



Nov

11.11 Sale



Dec

12.12 Sale



Tier 3

Jan-Feb

Valentine's Day

Jan 24 – Feb 11



Mar

Quarterly
clearance sale

Mar 14 – Mar 27



Apr

4.4 sale



May

5.5 sale
Hari Raya Store
Mother's Day



Jun

Quarterly
clearance sale



Jul

7.7 sale



Sep

9.9 sale
Quarterly
clearance sale



Oct

Deepavali
Halloween
Store




Nov-Dec

Holiday Gift
Guide
Quarterly
clearance sale



Selling on Amazon Singapore | Shopping events in Singapore




Valentine's Day Gift Shop

GIFTS FOR HIM


GIFTS FOR HER

GIFTS FOR CHILDREN


GIFTS FOR PETS




Plan the perfect date night




Tech gift ideas




Good reads for Valentine's Day



Wine & Dine your way



Get prepped



Flowers & Gift Cards

Beauty for Her

Chocolate

Flowers

Fragrance

Games & Activities

Gift Cards

Jewellery & Watches

Home & Kitchen

Skincare & Grooming for Him

Tech Gift Ideas

Wine & Dine



Selling on Amazon Singapore | Shopping events in Singapore

Epic deals, just 6 days away

June 21 & 22

Included with your Prime membership

amazon prime day

amazon prime

Get access to all Prime Day Deals with Prime

Join today. Cancel anytime.

Start my 30-day FREE trial

PRIME DAY SHOW

X

BILLIE EILISH | H.E.R. | KID CUDI

PRESENTED BY amazon music

DROPS JUNE 17

WATCH ON prime video

Get a ^{\$5}\$10 Gift Card when you shop

IDBS | POSB

* Exclusively for Prime members. T&Cs apply.

EARLY PRIME DAY DEALS

Support small businesses

Deals up to 40% off

SHOP EARLY

Deals from Amazon U.S.

Free International Delivery with min. S\$60 spend

Exclusively for Prime members



Prime Day

Selling on Amazon Singapore | Shopping events in Singapore

NATIONAL DAY SALE

DEALS UP TO **30% OFF**

Today's Top Deal

~~S\$84.99~~
S\$27.99

RENPHO Smart BMI Digital Bathroom Wireless Weight Scale

[Shop more deals](#)

National Day Sale | Deals up to 30% off

[Shop now](#)

Flash Sale: Up to 40% off today

[Shop now](#)

Collect Badges as you shop

Earn badges across different categories and expand your collection

[See my badges](#)

FREE loot for your games

2-hour groceries delivery with Prime

Fresh Fruit

Ice Cream


Dairy, Eggs & Tofu

Meat & Seafood


Unlimited streaming with Prime Video

Help us deliver smiles

National Day




Shop Amazon.sg Christmas Gift Cards




Holiday Gift Guide

Gifts created just for you


FIND THE PERFECT GIFTS FOR THOSE CLOSEST TO YOU




Men




Women




Teens



Kids



Babies & Toddlers



Pets

CELEBRATE A SEASON OF GIVING WITH THESE DEALS

Gifts under **\$25**

Gifts under **\$50**

Gifts under **\$100**

Christmas

2022 Singapore consumer insights & trends



2021 Singapore customer trends

Smart Nation, Smart Living



With work from home being predominant in Singapore in 2020-2021, smart home and home office products including robot vacuum cleaners, smart gardens, laptops, wireless and phone accessories were on the rise.

Wellness & self-care



Work-life integration drove the wellness & selfcare theme in 2021, with home-based health, fitness, & skincare driving sales of massage equipment, supplements, fitness watches, diffusers and facial products.

Entertainment at home



A lot of time spent at home unwinding saw Singapore customers were looking for at home entertainment in the form of video games, board games, gaming devices and books.

2022 Amazon Singapore customer trends

Based on internal Amazon Singapore data, and external industry data, as Singapore enters 2022, we expect online shopping categories to trend broadly into 3 segments in the emerging post-pandemic world:

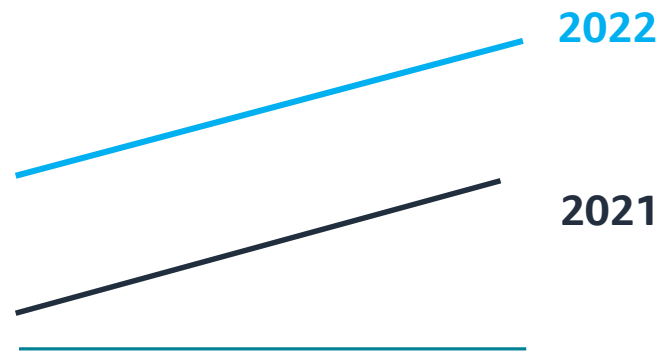
Stable growth

Online shopping categories that have reached a new post-pandemic baseline with stable growth propelled by new enduring habits or trends



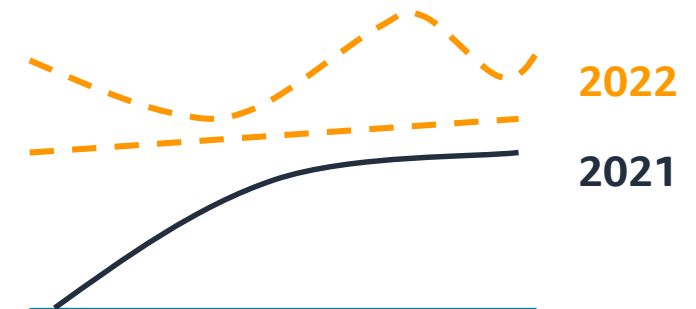
High growth

Online shopping categories with accelerated growth throughout the pandemic, and continue to show growth opportunities due to untapped demand



New norms / externally-driven growth

Online shopping categories that have seen increased digitalization trends driving sales during the pandemic, however 2022 outlook may be uncertain due to external factors (work-from-home, vaccinated travel lanes) or the category may have reached a new baseline



Source: Internal Amazon Singapore data 2020 vs 2021 comparisons in sales performance, growth and product impressions; Statista Singapore industry reports;

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Popular products on Amazon Singapore

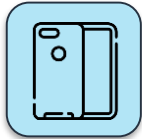
Wireless



Activity Trackers



Basic Cases



Cases



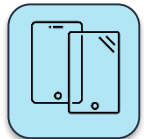
Main Chargers



Portable Power Bank



Replacement Bands



Screen Protectors



Screen Protector & Foil

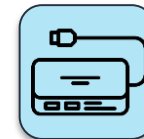


SIM-Free & Unlocked Mobile Phone



Smartwatches

Computer Accessories



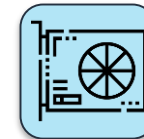
USB Hubs



Internal Solid State Drives



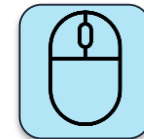
Laptop Stands



Graphic Cards



Graphic Tablets



Computer Mice



Monitors



Laptops



Micro SD Cards



Routers

Health & Personal Care



Cloth Face Mask



Dishwashing



Scales



Disposable Diapers



Herbal Supplements



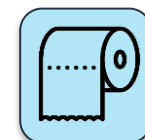
Liquid Detergent



Procedure Masks



Scented Oil Diffuser



Toilet Tissues



Vitamins

Popular products on Amazon Singapore

Beauty Supplies



Face Wash



Face Moisturizer



Lotions



Hair Regrowth Treatment



Serums



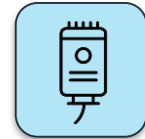
Shampoo



Masks



Creams

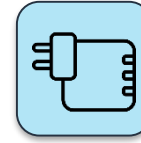


Body Groomers



Spot Treatment

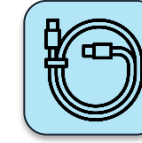
Electronics



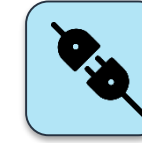
Adapters



Continuous Output Lighting



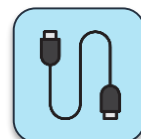
External Cables



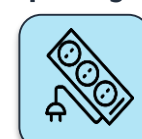
Extension Cords



Headsets



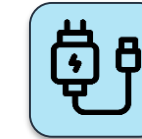
USB Cables



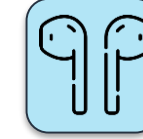
Power Strips & Surge Protectors



Over-Ear Headphones



Lightning Cables



In-Ear Headphones

Household Products



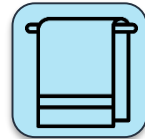
Children's Lighting



Desk Lamps



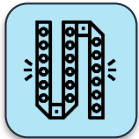
Grow Your Own Kits



Hooded Bath Towels



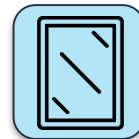
Indoor-Outdoor



LED Strips



Markers



Mirrors

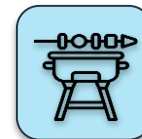


Night Lights



Printing and Stamping

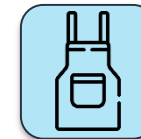
Kitchen Supplies



Barbecue Tongs



Basting Brushes



Blouses & Shirts



Drying Racks



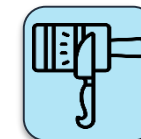
Food & Dish Transport



Hose Reels



Replacement Filters



Sharpening Stones



Sports Water Bottles



Supplement Shakers



Start selling today!

<https://sell.amazon.sg>

Download registration guide [here](#).



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<https://www.facebook.com/sellonamazonsg>

Seller guides, updated blogposts, upcoming events to meet Singapore sellers and service providers.



Interested to sell?

[Sign up for Webinar here](#)

Sign up for our Webinar to learn more and get your questions answered by our Account Managers, or leave us a direct Facebook message.

Amazon Singapore



Thank You!