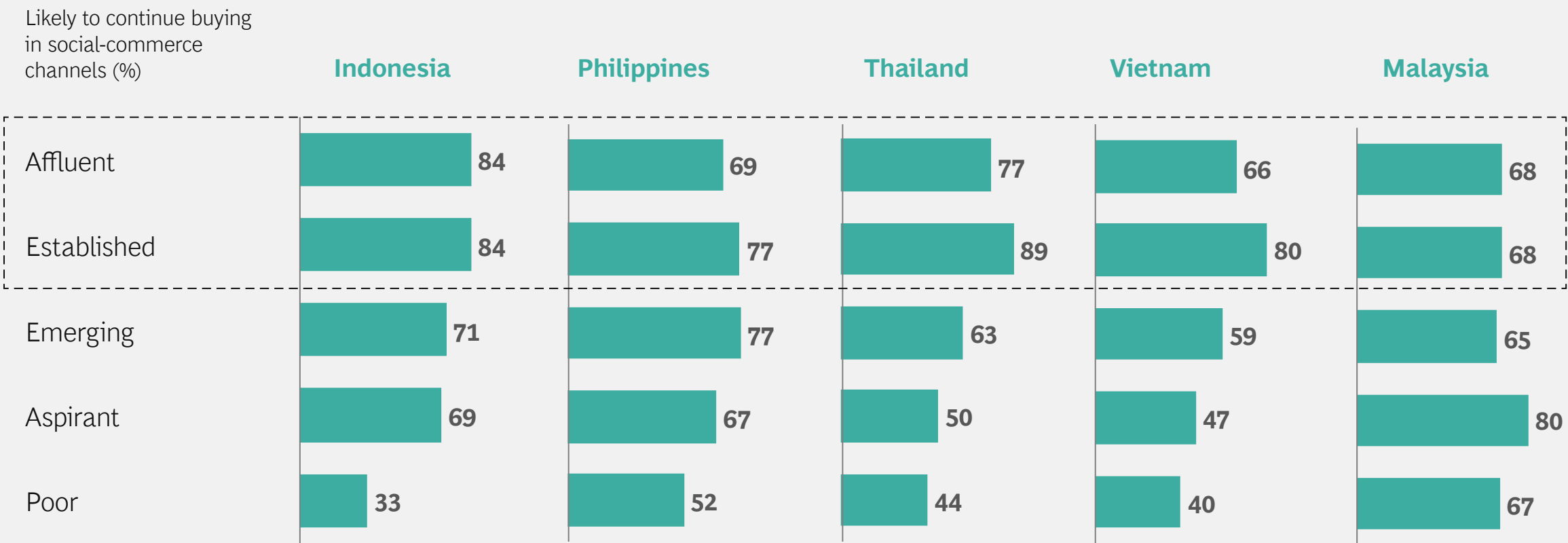


# Did You Know: More Than Two-Thirds of Consumers in Southeast Asia Plan to Continue Using Social-Commerce Channels

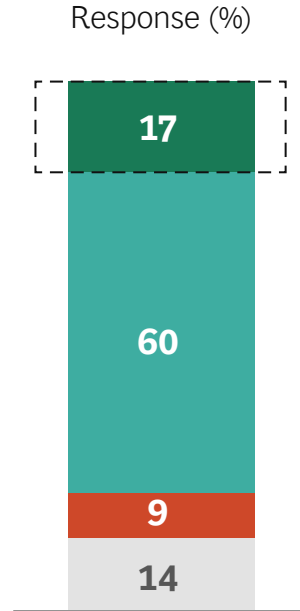
70%+ future likelihood of continued usage of social-commerce channels in Southeast Asia



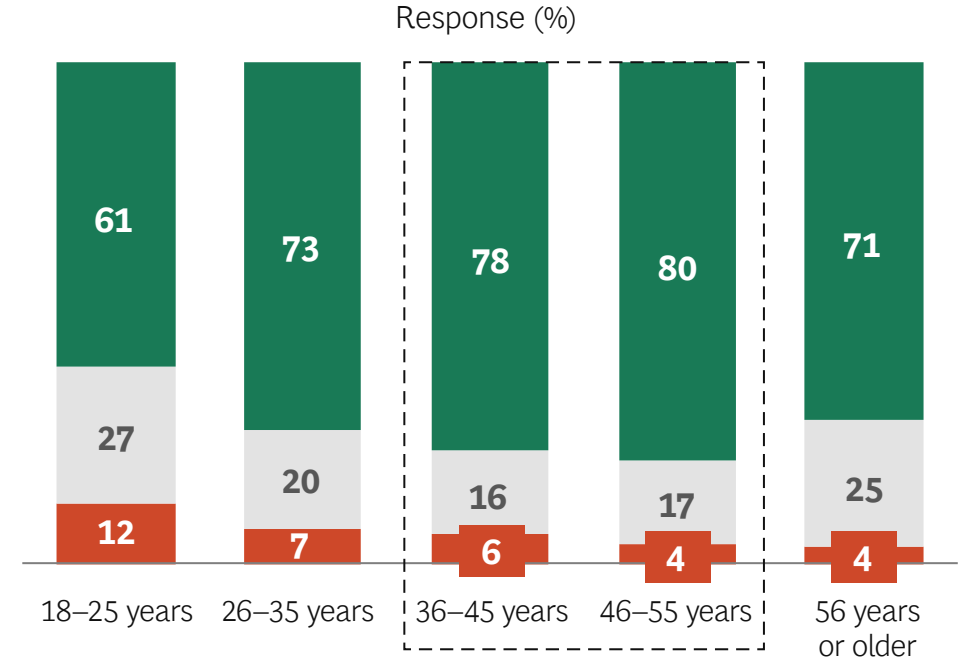
**Sources:** BCG COVID-19 Consumer Sentiment Survey, July 24 to August 4, 2020 (N = Indonesia: 1,517; Philippines: 1,008; Thailand: 1,006; Vietnam: 1,021; Malaysia: 1,006).  
**Note:** Question was “In the next 6 months, how likely are you to continue buying from the following online channels?” Channels shown are WhatsApp, Instagram, and Facebook.

# Did You Know: First-Time Users of E-Wallets Jumped 17% in Southeast Asia

## 17% of respondents started using e-wallets for the first time



## About 80% of the older segment expects to continue using e-wallets



- Started for the first time in the past 3–4 months
- Used one in the past 3–4 months and used one previously
- Did not use one in the past 3–4 months but did previously
- Never

- Very or somewhat likely
- Neither
- Very or somewhat unlikely

**Sources:** BCG COVID-19 Consumer Sentiment Survey, July 24 to August 2, 2020 (N = Indonesia: 1,517; Philippines: 1,008; Thailand: 1,006; Malaysia: 1,006; Singapore: 1,013; Vietnam: 1,021).

**Note:** Questions were “Which of the following best describes your behavior for the following online activities in the past 3–4 months since the imposition of the lockdown?” and “In the next 6 months, how likely are you to continue doing each of these online activities?”