

# e-Economy SEA 2018:

## Southeast Asia's internet economy hits an inflection point

The 2016 and 2017 Google-Temasek reports foresaw a \$200 billion internet economy in the region by 2025. This year, our research sees such drastic market acceleration that we now expect that number to be closer to \$240 billion. Simply put, Southeast Asia's internet economy hit an inflection point in 2018. Powered by the most engaged mobile internet users in the world, industries like e-Commerce, Online Media, Online Travel, and Ride Hailing grew at an unprecedented rate. Investors have taken notice, pouring record amounts of funds into the region – now it's time for everyone else to pay attention. Below is a sneak peek at the key figures of Southeast Asia's internet economy, as well as the full downloadable e-Economy SEA 2018 report.

# 350M

internet users — 90M more than in 2015

90% of Southeast Asians are mobile-first



# \$72B

The Southeast Asia internet economy by the end of 2018



**\$240B** by 2025 — \$40B more than previously estimated

# \$23B

in e-Commerce, double that of 2017

120M E-Commerce shoppers, up from 50M in 2015



# \$30B

in Online Flights, Hotels, and Vacation Rentals

59% of travel bookings are still completed offline



# \$11B

in Online Advertising, Gaming, and Music & Video on Demand

#1 most engaged mobile users globally live in Southeast Asia



# \$8B

in Online Transport and Food Delivery

35M users in 500+ cities take more than 8M rides per day



# \$24B

raised through 2,400 internet economy deals since 2015



\$16B invested in Southeast Asia's 9 startup unicorns:

**BukaLapak**

**GOJEK**

**Grab**

**LAZADA**  
+COM+PH

**R A Z E R**

**sea**  
connecting the dots

**traveloka**

**tokopedia**

**UNG**

e-Economy SEA 2018 by Google and Temasek. For more information, download the full report on Think with Google or the Temasek blog.

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### Authors

**Rajan Anandan**  
Vice President, South East Asia and India, Google



**Rohit Sipahimalani**  
Joint Head, Investment Group, Temasek



**Samuele Saini**  
Head of Strategy & Insights, Google



**Srikanth Aryasomayajula**  
Strategic Partner Manager, Google



**Well Smittinet**  
Strategy & Insights Manager, Google

