



Enter the Retail eCommerce Market in TAIWAN

- The eCommerce market in Taiwan has grown at a rapid pace over the past few years, with a market size of US\$42.69 billion in 2017 and a 5-year average growth rate exceeding 5%.
- Average revenue (~\$3,000) per user in Taiwan is among the highest in Asia in 2018, exceeding South Korea and Japan. Also, percentage of the Taiwan population that make online purchases is the highest in Asia.
- The United States is the 3rd most popular country for Taiwan consumers' online shopping.
- The top selling categories for cross border eCommerce retail products in Taiwan are household products, clothing and accessories, consumer electronics, and beauty and skin care.
- Join us for a webinar: Two leading eCommerce marketplaces will speak about current eCommerce market trends, insights on consumer behavior, and how to enter this dynamic market.

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Date:

- April 29, 2019, 8:00pm (EST), 7:00pm (CST), 6:00pm (MST), 5:00pm (PST)
- April 30, 2019, 8:00am (Taipei)

Venue: Your home or office computer

Registration Deadline: April 24, 2019

Cost: US\$25 participation fee

Registration Link:

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=9QG1>

For More Information:

Suzette Nickle
Senior International Trade Specialist
U.S. Commercial Service
Tel: (303) 844-5655
Suzette.Nickle@trade.gov

Shan Shan Tsai
Commercial Coordinator
American Institute in Taiwan
Tel: +886 2 2720 1550 x316
shanshan.tsai@trade.gov

