

# Press Release

April 7, 2025  
transcosmos inc.

## transcosmos announces the results of Global Online Shopping Survey in 8 Cities 2025

### Beyond Price: Ease of Shopping and Value Drive SHEIN and Temu Adoption

transcosmos hereby announces that the company has conducted its proprietary Global Online Shopping Survey in 8 Cities 2025.



Visit here for Global Online Shopping Survey in 8 Cities 2025 full report (no translation available):

[https://blog.trans-cosmos.co.jp/research/20250324\\_onlineshopping-survey.html](https://blog.trans-cosmos.co.jp/research/20250324_onlineshopping-survey.html)

In this year's survey, we changed the target city in the U.S. from New York to Los Angeles. In addition to current online shopping habits, the research explored future online shopping intentions, with a particular emphasis on cross-border e-commerce (including low-cost Chinese platforms), social commerce, and interest in emerging technologies.

#### ■ Survey overview

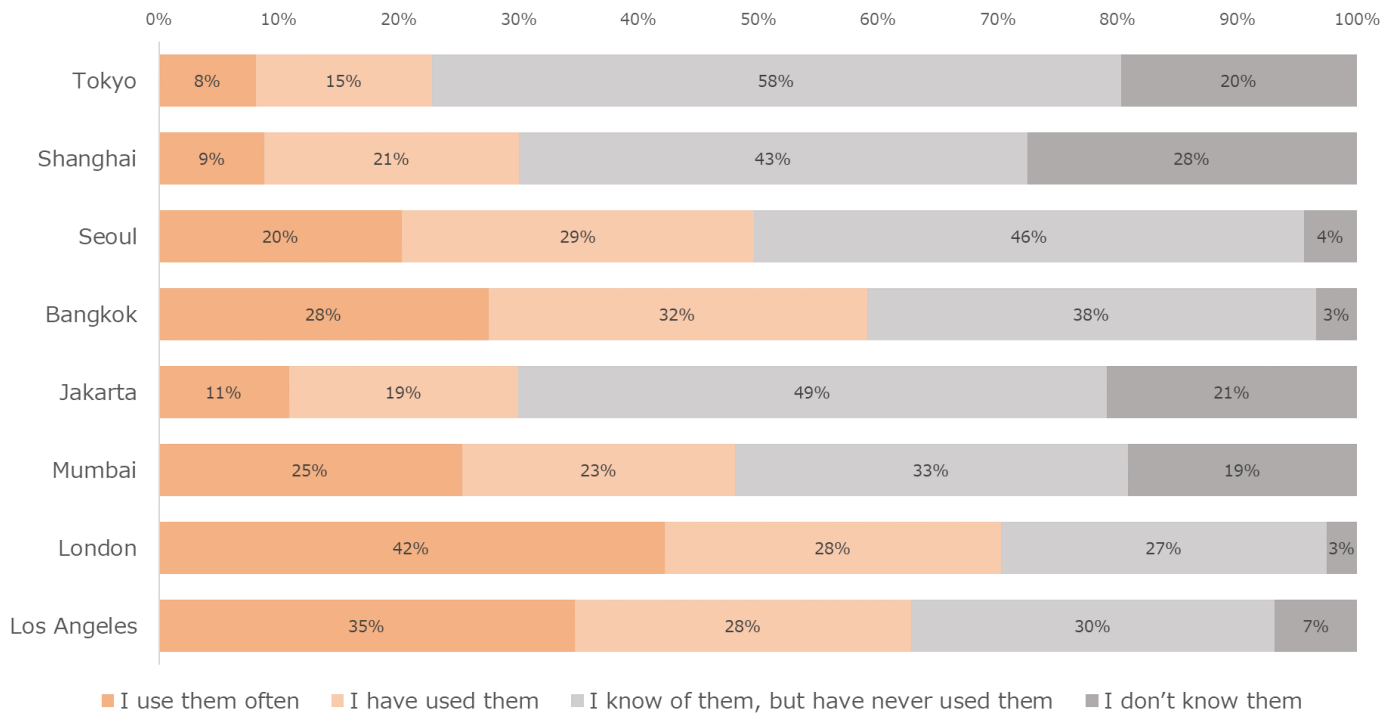
Method: Global online research panel, multilingual questionnaire (respective local language options available)  
Regions: Japan (Tokyo), Shanghai (China), Seoul (South Korea), India (Mumbai), Thailand (Bangkok), Jakarta (Indonesia), London (U.K.), Los Angeles (U.S.)  
Respondents: Men and women aged between 15 and 49 years old that have used online shopping (made a purchase) in the past 1 year  
Samples: 320 x 8 cities = Total 2,560  
Period: February 17 to 25, 2025  
Research agency: Cross Marketing, Inc.

#### ■ Key findings

##### 1. Significant adoption of low-cost Chinese platforms in London, Los Angeles, and Mumbai with over 60% usage

- Purchase experience on SHEIN, Temu and other low-cost Chinese online shopping sites was high overall, particularly in London (70%), Los Angeles (63%), and Bangkok (60%). Usage was lower in Tokyo and Jakarta, around 30%.
- The primary driver for using these platforms is perceived affordability ("Can purchase cheaper than in my country"). Ease of use is also a significant factor. Some respondents value the availability of affordable alternatives to popular brands, even if they are not genuine.
- Respondants in Tokyo and Seoul, chose "Product quality is not as high as expected" and "Products were not genuine" compared to other cities, showing their concerns over product quality.

**Chart 1. Awareness of low-cost Chinese online shopping sites such as SHEIN and Temu (%)**



**Chart 2. Top 5 impression of low-cost Chinese online shopping sites such as SHEIN and Temu (%)**

(%)	Tokyo		Shanghai		Seoul		Bangkok	
1	Can purchase cheaper than in my country	44	Can purchase cheaper than in my country	41	Can purchase cheaper than in my country	55	Can purchase cheaper than in my country	63
2	Product quality is not as high as expected	39	Can purchase at a bargain thanks to the exchange rate	38	Product quality is not as high as expected	36	Easy comparison of quality and price of various products for purchase	35
3	Products arrive that are not genuine	37	Easy comparison of quality and price of various products for purchase	36	Products arrive that are not genuine	28	Ordering is easy and hassle-free	31
4	Easier to purchase on domestic online shopping sites	24	Can purchase similar products of popular brands at low prices	36	Takes longer than expected for goods to arrive	24	Product quality is not as high as expected	30
5	Description on the online shopping site is different from what arrives	20	Ordering is easy and hassle-free	34	Ordering is easy and hassle-free	23	Can purchase at a bargain thanks to the exchange rate	29

(%)	Jakarta		Mumbai		London		Los Angeles	
1	Can purchase cheaper than in my country	71	Can purchase cheaper than in my country	61	Can purchase cheaper than in my country	63	Can purchase cheaper than in my country	59
2	Easy comparison of quality and price of various products for purchase	48	Easy comparison of quality and price of various products for purchase	45	Ordering is easy and hassle-free	38	Ordering is easy and hassle-free	32
3	Can purchase similar products of popular brands at low prices	37	Ordering is easy and hassle-free	33	Easy comparison of quality and price of various products for purchase	30	Can purchase at a bargain thanks to the exchange rate	30
4	Can purchase at a bargain thanks to the exchange rate	35	Can purchase similar products of popular brands at low prices	33	Can purchase similar products of popular brands at low prices	29	Product quality is not as high as expected	30
5	Ordering is easy and hassle-free	27	Can purchase at a bargain thanks to the exchange rate	29	Product quality is not as high as expected	28	Takes longer than expected for goods to arrive	28

## 2. Social commerce gains traction With Over 50% usage, except in Tokyo

- When asked the reason for using social media, “To do shopping” ranked high in all cities. This was particularly significant in Jakarta, Shanghai, and Bangkok, where more than 80% use social media for shopping.
- More than half of the respondents have used social commerce in 7 cities, excluding Tokyo, the usage rate was particularly high in Jakarta, Shanghai, Bangkok, and Mumbai.
- Tik Tok (抖音) showed high engagement in Shanghai, Jakarta, and Bangkok (over 70% ). Platforms including Instagram and Facebook are also popular, while YouTube is the leading platform in Tokyo.

Chart 3. Ratio of consumers who have used/experienced social commerce (%)

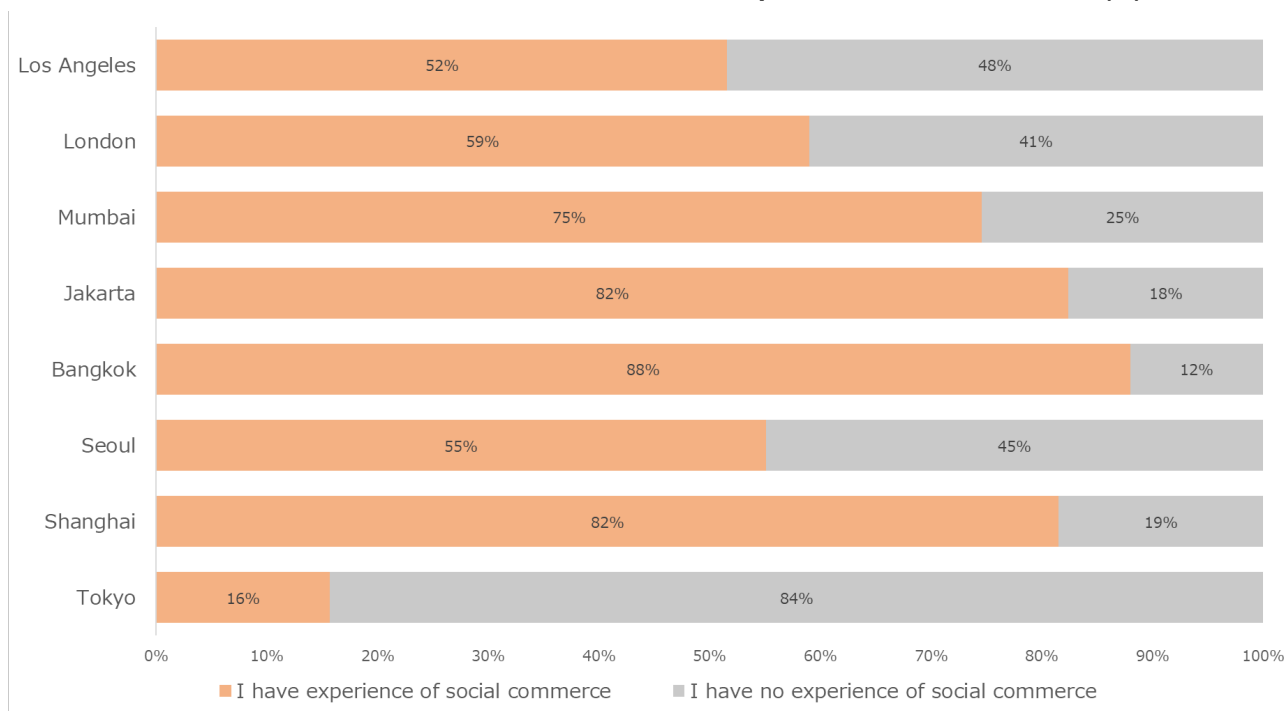


Chart 4. Popular social commerce platforms (%)

%	Tokyo	Shanghai	Seoul	Bangkok	Jakarta	Mumbai	London	Los Angeles
Facebook	44	20	25	69	40	60	59	43
Instagram	61	13	73	37	55	85	64	61
YouTube	63	23	59	38	20	70	42	52
X	46	6	14	18	14	20	29	19
TikTok	26	92	22	78	80	11	63	54
SnapChat	7	6	4	7	3	27	22	22
Message apps (LINE, WhatsApp, WeChat, Kakao etc)	20	40	17	24	25	34	20	14

## 3. Immersive shopping experience and shopping with AI getting attraction, Shanghai and Mumbai show high interest in emerging technologies

- Interest in emerging technologies is generally high, especially in Shanghai and Mumbai. In Tokyo and Los Angeles, a certain number of users said they don't want to use emerging technologies. Tokyo had the least interest in new technologies with more than 50% answering the don't want to use it.
- Key technologies of interest include immersive shopping experience (virtual try on/try out), AI powered shopping (product recommendations based on image recognition), and experience of window shopping in a virtual space. Some cities showed high demand for more interactive shopping experiences such as live commerce service and conversational shopping experience using voice recognition. Jakarta and Shanghai showed high interest in live commerce, while conversational

commerce attracted shoppers in Mumbai, each exceeding 50% in respective cities.

**Chart 5. Top 3 new technologies to try for greater shopping experience (%)**

(%)	Tokyo		Shanghai		Seoul		Bangkok	
1	Don't want to use any of the above	53	Immersive shopping experience with the ability to try on and try out	59	Immersive shopping experience with the ability to try on and try out	40	Immersive shopping experience with the ability to try on and try out	45
2	Immersive shopping experience with the ability to try on and try out	24	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	54	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	40	Experience of window shopping in a virtual space	43
3	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	15	Live commerce service enabling you to ask questions about products in real time while watching videos	50	Experience of window shopping in a virtual space	36	Interactive shopping experience using voice recognition technology	40

(%)	Jakarta		Mumbai		London		Los Angeles	
1	Live commerce service enabling you to ask questions about products in real time while watching videos	56	Interactive shopping experience using voice recognition technology	52	Interactive shopping experience using voice recognition technology	35	Immersive shopping experience with the ability to try on and try out	35
2	Experience of window shopping in a virtual space	43	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	47	Immersive shopping experience with the ability to try on and try out	35	Don't want to use any of the above	32
3	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	40	Experience of window shopping in a virtual space	47	Experience of window shopping in a virtual space	33	High-convenience shopping experience using AI (product recommendations based on image recognition, etc.)	26

“Low-cost Chinese online shopping sites are gaining popularity across the world, and not only for their low prices,” commented Masashi Hagihara, an analyst at transcosmos Global Business Headquarters. “They are attracting users for a faster shopping experience with the ease to compare and purchase, while more consumers prioritize good value for money than brands. The role of social media is also evolving from a way to gather information to a shopping channel. This is particularly true in emerging markets in Asia, where TikTok and Instagram are used as search engines, becoming an entry point for e-commerce. There is also a growing interest in “shopping experience of the future” brought about by immersive and interactive technologies. Consumer shopping behavior is shifting to the next phase for sure. Our study revealed that consumers across the globe prioritize not only price, but also multiple factors including speed, convenience, value of experience, and asking for a more diverse shopping experience than ever.”

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#### About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 182 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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