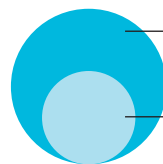


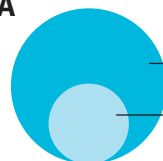
The decentralisation of shopping

The recent holiday peak season saw e-commerce volumes increase by 30 per cent for SingPost, a level it expects to be the norm in six months. This follows a similar trend across South-east Asia as more people turn to shopping online. The Straits Times looks at how last-mile delivery is evolving to meet demand.

SINGAPORE'S E-COMMERCE MARKET SIZE

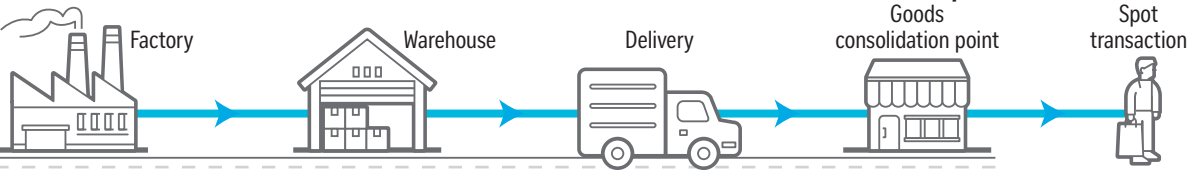


E-COMMERCE DELIVERIES ACROSS SOUTH-EAST ASIA (PER DAY)



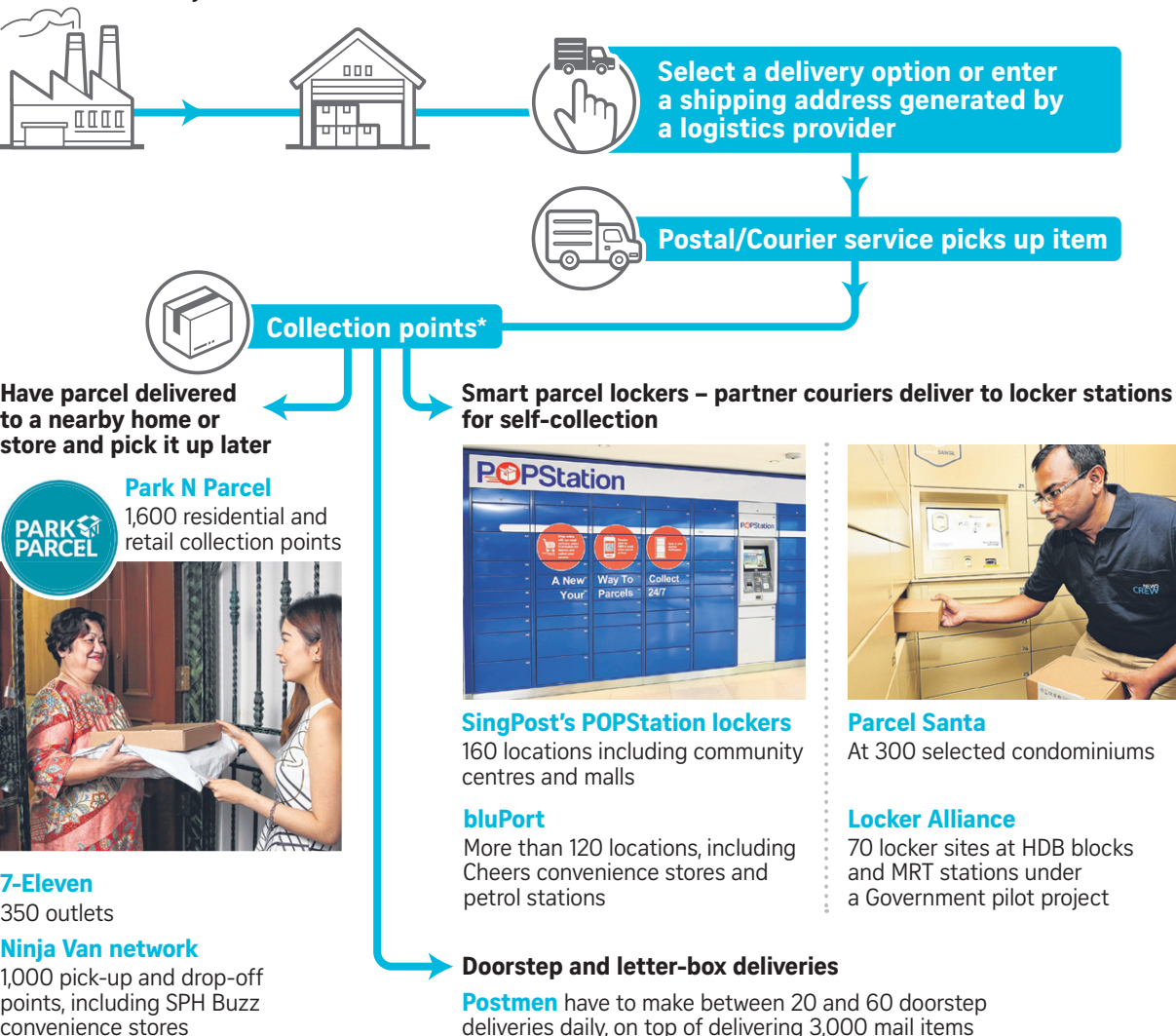
BEFORE E-COMMERCE

Goods flow to mall/shop



AFTER E-COMMERCE

Goods flow directly to consumer



NOTE: *Not an exhaustive list

Sources: PARCEL SANTA, SINGPOST, GOOGLE, TEMASEK HOLDINGS, NINJA VAN, PARK N PARCEL, 7-ELEVEN, BLU, IMDA
PHOTOS: ST FILE STRAITS TIMES GRAPHICS