

Plan for early discovery and intent building

INSIGHT 1

Double Days drive new buyer acquisition, highlighting the market's openness to new brands during peak sales periods.

New buyer acquisition

61%	98%	91%
10:10	11:11	12:12



Takeaway:



By creating clear discovery pathways across the purchase journey, retailers can engage high-intent shoppers early, nurture interest throughout the quarter, and convert browsers into loyal customers.

Drive higher basket value through smarter merchandising:

INSIGHT 2

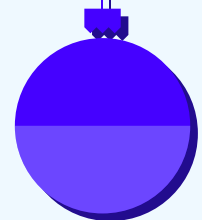
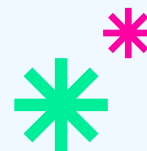
Q4 displayed a higher-than-average basket size and value, highlighting a ready-to-spend market.

14%

increase in average basket size across Q4 Double Dates.

17%

peak increase in average basket size during Singles' Day.



Takeaway:



Retailers can capitalise on this readiness by curating bundles, introducing complementary add-ons, pushing premium products, and activating limited-time flash sales to encourage bigger checkouts.

Tailor campaigns to category and market

INSIGHT 3

There is an opportunity to maximise gains through a deeper understanding of individual market preferences.

Top-performing categories differ across **SEA** markets with the percentages indicating the increase in unit sales for 11.11 and 12.12 combined.

Indonesia:

Apparel and Accessories peaking at

183%

Thailand:

Baby & Toddler peaking at

189%

Singapore:

Health and Beauty peaking at

180%

Thailand:

Home & Garden peaking at

184%



Takeaway:



By localising campaigns by market and category, retailers can align offerings with seasonal activities and established purchase patterns, maximising returns across the quarter.



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