

Southeast Asia's Digital Leap: E-commerce Booms, Digital Nomads Thrive, and

Digital Economy · Answer Key · 15 Questions

1. In Southeast Asia, what is a significant driver for the projected growth of the e-commerce market to USD 201.92 billion in 2024, expanding at a CAGR of around 21.13% through 2025?

- A) Decreased smartphone penetration
- B) Government regulations hindering online sales
- C) Rising internet and smartphone penetration, digital payment adoption, and improved logistics infrastructure**
- D) A decline in digital literacy across the region

2. Which segment held the largest share of the Southeast Asian e-commerce market in 2024, indicating a strong consumer demand for these products?

- A) Home and Garden
- B) Automotive Parts
- C) Electronics**
- D) Apparel and Footwear

3. Approximately what percentage of online purchases in Singapore are cross-border transactions, highlighting the region's interconnected trade networks?

- A) 15%
- B) 35%
- C) 55%**
- D) 75%

4. What has emerged as the biggest revenue driver for digital financial services in Southeast Asia, representing around 65% of total revenue according to a 2024 survey?

- A) Mobile banking app development
- B) Cryptocurrency trading platforms
- C) Digital lending**
- D) Insurtech solutions

5. As of Q4 2024, what significant trend has emerged among e-commerce leaders in Southeast Asia, such as Shopee and Tokopedia, after years of expansion?

- A) A shift towards prioritizing profitability over aggressive growth**
- B) A consolidation of services to reduce operational costs
- C) An increase in user-generated content promotion
- D) A focus on expanding into non-digital markets

6. By 2025, Bali is projected to host over 9,000 digital nomads. What is a primary factor driving this significant annual growth, estimated at 15%?

- A) The introduction of digital nomad visas and the global rise of remote work**
- B) Increased restrictions on short-term tourist visas
- C) A decline in local tourism infrastructure
- D) Government initiatives to promote traditional employment

7. According to a 2024 survey, what percentage of digital nomads' average annual incomes typically range between US\$50,000 and US\$250,000, contributing to local economies?

- A) Around 39%
- B) Around 49%
- C) Around 59%
- D) Around 69%**

8. What is the projected Gross Merchandise Value (GMV) for Southeast Asia's digital economy by 2030, indicating substantial growth from its current and near-future figures?

- A) \$230 billion
- B) \$330 billion
- C) \$560 billion**
- D) \$1 trillion

9. In Southeast Asia's creator economy, what percentage of consumers in Indonesia report buying based on influencer recommendations in 2025?

- A) 57%
- B) 67%
- C) 77%
- D) 87%**

10. Which two games are identified as leading the market and driving the popularity of esports in Southeast Asia, reflecting the region's mobile-first gaming culture?

- A) Counter-Strike 2 and Dota 2
- B) League of Legends and Overwatch
- C) Mobile Legends: Bang Bang and League of Legends: Wild Rift**
- D) Valorant and Fortnite

11. What is the projected growth of Southeast Asia's data center electricity consumption between 2024 and 2030, highlighting the infrastructure demands of AI adoption?

- A) It is projected to decrease by 10%
- B) It is projected to remain stable
- C) It is projected to increase almost eightfold**
- D) It is projected to increase by 50%

12. What percentage of consumers in Southeast Asia's social commerce market are expected to make purchases through live streaming formats by 2027?

- A) Less than 20%
- B) Approximately 25%
- C) More than 50%**
- D) Around 75%

13. In 2024, what was the approximate market share of Shopee in Southeast Asia's e-commerce GMV, indicating its dominant position?

- A) 22%
- B) 35%
- C) 52%**
- D) 68%

14. What is the projected total investment in Southeast Asia's AI startups in the first half of 2025, showing significant investor interest in the region?

- A) \$500 million
- B) \$1 billion
- C) \$2.3 billion**
- D) \$5 billion

15. Which of the following is a key challenge for smaller ASEAN economies in adopting advanced technologies like AI, as highlighted by global trends?

- A) Excessive government subsidies for AI adoption
- B) A lack of demand for AI-driven services
- C) Limited digital infrastructure and a shortage of skilled labor**
- D) Over-regulation of AI development