

Asia's Digital Surge, Cultural Shifts, and Economic Trends: A 2024-2025 Snapshot

Asia Trends · Answer Key · 15 Questions

1. In 2024, which Southeast Asian country's digital economy was projected to reach US\$31 billion in gross merchandise value, showing a 16% increase from the previous year?

- A) Vietnam
- B) Philippines
- C) Malaysia**
- D) Thailand

2. Which payment system continues to lead India's digital revolution, with transaction volumes growing significantly year-on-year in 2H 2024?

- A) NEFT
- B) RTGS
- C) IMPS
- D) UPI**

3. According to a report, what was the projected value of Taiwan's semiconductor output in 2024, marking a 22% increase on the previous year?

- A) \$100 billion
- B) \$164 billion**
- C) \$200 billion
- D) \$120 billion

4. In the Philippines' e-commerce market, what percentage of e-commerce volume in 2024 came from purchases made on mobile devices?

- A) 43%
- B) 57%**
- C) 65%
- D) 38%

5. Which country's influencer marketing market saw trends like the rise of virtual influencers and the growth of live streaming in 2024?

- A) Japan
- B) South Korea
- C) China**
- D) India

6. What was the total market value of Japan's animation industry in 2024, reaching a new record?

- A) JPY 3.84 trillion
- B) JPY 2.5 trillion
- C) JPY 4.5 trillion
- D) JPY 3.0 trillion

7. In Vietnam's startup ecosystem, which sectors are expected to see significant investment and growth in 2025, building on 2024 trends?

- A) Traditional Manufacturing and Agriculture
- B) Green Tech and HealthTech
- C) Textiles and Garments
- D) Mining and Natural Resources

8. As of early 2024, approximately how many internet users were recorded in China?

- A) 800 million
- B) 1.09 billion
- C) 1.5 billion
- D) 600 million

9. Which Southeast Asian country's tourism sector is experiencing a resurgence in 2024, with Bangkok ranked as a top trending destination?

- A) Singapore
- B) Indonesia
- C) Vietnam
- D) Thailand

10. What percentage of total e-commerce sales in the Philippines in 2024 were attributed to cross-border transactions?

- A) 15%
- B) 28%
- C) 40%
- D) 55%

11. The Indian Payments Report for 2H 2024 highlighted a significant growth in UPI transaction volumes. What was this approximate year-on-year growth percentage?

- A) 25%
- B) 42%
- C) 31%
- D) 50%

12. Which country's digital investment in the first half of 2024 surpassed its entire digital investment value from 2023, signaling robust growth?

- A) Singapore
- B) Philippines
- C) Malaysia**
- D) Indonesia

13. In 2024, South Asian cinema has seen a significant shift, with which region's industries gaining prominence in the national consciousness beyond Bollywood?

- A) East Indian industries
- B) Northern Indian industries
- C) Southern industries (Tamil, Telugu, Kannada, Malayalam)**
- D) Western Indian industries

14. The value of Taiwan's semiconductor output in 2024 was expected to grow significantly, primarily driven by advancements in what technology?

- A) 5G technology
- B) Artificial Intelligence (AI)**
- C) Blockchain
- D) Quantum Computing

15. In 2024, social media penetration among internet users in China was projected to reach approximately what percentage?

- A) 75%
- B) 80%
- C) 89.6%**
- D) 95%