

Southeast Asia's Digital Boom: E-commerce, Fintech, and Startup Funding Trends

Southeast Asia Finance · Answer Key · 8 Questions

1. What was the projected value of Indonesia's digital economy in 2025, according to the SEA e-Economy 2025 report?

- A) USD 71 billion
- B) USD 100 billion**
- C) USD 130 billion
- D) USD 146 billion

2. Which Southeast Asian country is highlighted as having the largest digital economy, with a projected value nearing USD 100 billion in 2025?

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

3. In 2025, Shopee's Gross Merchandise Value (GMV) saw a year-on-year increase of approximately what percentage?

- A) 10-15%
- B) 16-20%
- C) 20-25%
- D) 25-30%**

4. According to a 2025 report, what percentage of Thai online shoppers have made purchases via social platforms, indicating the importance of social commerce?

- A) 71%
- B) 80%
- C) 91%**
- D) 97%

5. What sector received the largest share of startup funding in the Philippines in the first half of 2025?

- A) E-commerce
- B) Healthtech
- C) Fintech**
- D) Logistics

6. Which company achieved its first full-year net profit in 2025, with revenue rising 20% to \$3.37 billion?

- A) Sea Limited
- B) Shopee
- C) Grab Holdings**
- D) TikTok Shop

7. In Singapore's fintech market, what sector dominated in 2025 with a share of 50.13%?

- A) Digital Wealth Management
- B) Regtech
- C) Blockchain
- D) Banking**

8. Thailand's e-commerce market value was estimated to reach USD 107.20 billion in 2024, with projections to significantly increase by 2030. What was the projected value by 2030?

- A) USD 340 billion
- B) USD 538 billion
- C) USD 1.15 trillion**
- D) USD 1.6 trillion