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Pinkoi taps into Asia's new mobile shopping trend as mCommerce sales increase by 55 percent

Taiwan's top curated marketplace reveals new plans for tapping into Asia's growing trend in mCommerce

TAIPEI, Taiwan, Sept. 13, 2016 – Pinkoi, a curated online marketplace for buying and selling original design products, reports that active engagement in Asia's mobile commerce (mCommerce) market has led to 55% increase in mobile orders during the first half of 2016, compared with the same period last year. The growth is attributed to the recent currency additions in Pinkoi's mobile app, and the new GPS-determined local currency feature. In the first half of 2016, three regions ranked top in mobile shopping: mainland China (80% of users), Japan (70% of users), and Thailand (60% of users). To create another wave of growth, Pinkoi is releasing more location-based services in the second half of 2016, including country-specific social login options and local payment methods.

As more consumers are turning from desktop to mobile, Pinkoi has observed the segmentation of mobile users. In particular, mobile communication manifests three main features: brand personality, colloquial speech, and responsiveness (high interactivity). Pinkoi has found that mastering these features, combined with market segmentation according to region and usage habit, has been effective for engaging mobile users and improving conversion rates. To tap into the mobile shopping trend, Pinkoi has been introducing regional offers for app users since last year. On average, each mobile promotional campaign generated 30% increase in revenue and unique app downloads.



According to Pinkoi's data, the unique user count for Pinkoi's mobile Web and app reaches 1 million each month. The mobile average order value (AOV) is highest in mainland China, Japan, and Hong Kong. Mainland Chinese customers spend on average US\$48 per order. These high purchases are for small and low-cost items such as stationery and cards; the high AOV can be attributed to the habit of "group buying" in China. In general, mobile users are buying shoes, bags, accessories, clothing, and stationery. In mainland China, Hong Kong, Macau, and Japan, customers are also buying Taiwanese tea, jams, dried fruits and noodles.

In Pinkoi's native market Taiwan, mobile shopping accounts for 60% of purchases, with average spending at US\$29 per order. Mobile purchases are usually for low-cost items (food and customizable small items). In Taiwan, the desktop AOV is still higher than mobile; the Taiwanese mCommerce market has room to grow. On the other hand, the data shows that for special occasions or truly unique designs, Taiwanese buyers did not hesitate at the price, buying anything from custom-made wedding rings, to linen clothing from Lithuania costing up to US\$1280.

So far in 2016, purchases from Pinkoi's iOS app have risen by 80% compared with last year. While purchases from Android have risen by 20%. Consumer behavior analysis shows that impulse buying is more common among Android users who respond readily to promotional offers. While iOS users are more responsive to product layouts and thematic recommendations. Overall, in mainland China, Taiwan, Hong Kong, and Macau, the AOV for Android users is lower than for iOS users, with 55% more purchases from iOS compared to Android. The numbers indicate that iOS users are more able or willing to spend money through apps.

The [Pinkoi app](#) is available in English, Traditional and Simplified Chinese, Japanese, and Thai. [Download](#) for free now on Android and iOS.



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About Pinkoi

Pinkoi is Asia's leading online marketplace for buying and selling original design products. More than an eCommerce platform, Pinkoi provides a community for independent designers. Pinkoi's mission is to empower designers, champion great designs, and enrich people's lifestyles. Learn more at: <http://en.pinkoi.com/about>.

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