

Competitor	Market Share	Reviews Score	One-Click Checkout	Payment Method Integration	Security Measures	Discounts & Promotions	Abandonment Rate	Abandonment Reason	Abandonment Reduction
Lazada	30%	4.2/5	No	Yes	Secure payment gateways, SSL encryption	Limited availability	65%	Lengthy checkout process	45%
Qoo10	20%	3.8/5	No	Yes	Secure payment gateways, SSL encryption	Exclusive codes	60%	Complex user interface	40%
Amazon.sg	35%	4.6/5	Yes	Yes	Secure payment gateways, SSL encryption	Regular promotions	50%	Technical errors	30%
Zalora	10%	4.0/5	No	Yes	Secure payment gateways, SSL encryption	Flash sales	70%	Inconvenient return policy	55%
Carousell	5%	3.5/5	No	No	-	-	75%	Lack of trust in sellers	60%
Ezbuy	5%	3.6/5	No	Yes	Secure payment gateways, SSL encryption	Daily deals	70%	High shipping costs	50%
Shopee	35%	4.4/5	No	Yes	SSL encryption, secure payment gateways	Vouchers and coupons	55%	Lack of payment options	50%