











The evolution of social commerce by country

	Type	Example	China	India	Brazil	US	UK	Adoption Factors
Content-driven	Shoppable Posts	 SimSim, Instagram, Xiaohongshu	●	●	●	●	●	<ul style="list-style-type: none"> Recommendations from influencers and peers Scrolling habits
	In-app store / catalogue	 Facebook Shops, Tiktok	●	●	●	●	●	<ul style="list-style-type: none"> Brand / seller reputation & verification Scrolling habits
	Mini-Programs	 WeChat	●	●	●	●	●	<ul style="list-style-type: none"> Existence of 'super-apps' Prevalence of messenger apps
Experience-driven	Gamification	 Shopee, DealShare, Mall91	●	●	●	●	●	<ul style="list-style-type: none"> Bargain hunting mindset Shopping as entertainment
	AR Shopping	 Snap, Instagram	●	●	●	●	●	<ul style="list-style-type: none"> Access to smart phone technology Applicability to popular categories
	Livestreaming	 TikTok, Taobao Live, Bulbul	●	●	●	●	●	<ul style="list-style-type: none"> Influencer recommendations Product demos Shopping as entertainment
Network-driven	Group-Buying	 PinDuoDuo, DealShare, Facily	●	●	●	●	●	<ul style="list-style-type: none"> Bargain hunting mindset Access to traditional (e)commerce
	Social Shopkeepers	 Meesho, Magazine Luiza, Yunji	●	●	●	●	●	<ul style="list-style-type: none"> Low income consumers Unemployment & entrepreneurship Access to traditional (e)commerce
	Referrals	 Mall91, DealShare	●	●	●	●	●	<ul style="list-style-type: none"> Bargain hunting mindset Peer recommendation importance Access to traditional (e)commerce
	Second-hand marketplaces	 Facebook Marketplace, Depop	●	●	●	●	●	<ul style="list-style-type: none"> Availability of quality of goods Importance of sustainability



Source: Accenture Research Social Commerce Survey

Note: Potential adoption rate determined based on a combination of consumer preferences and case studies.

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