

**ASIALINK
BUSINESS
ACADEMY**

DIGITAL ECONOMY SERIES



SINGAPORE

FOUNDATION LEVEL

INTRODUCTION TO
eCommerce
for Beauty, Skincare
and Makeup in Singapore



eCommerce for Beauty, Skincare and Makeup in Singapore

With projected retail revenues exceeding AUD283 million in 2025, the Singaporean Beauty, Skincare and Makeup (BSM) eCommerce market provides a significant growth area for Australian retailers. The sector is expected to attain a market penetration of roughly 11% by 2025, more than doubling in size over the past five years.

To gather momentum, Australian businesses need a long-term strategy and core strengths to capitalise on the enormous potential of Singapore's BSM eCommerce market.

This programme is designed for companies interested in exploring the BSM eCommerce ecosystem in Singapore and learning what it takes to establish an eCommerce presence there.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 x 2-hour program

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Accelerate your understanding of Singapore's eCommerce platforms, consumer preferences and digital landscape focused on the BSM sector.



Build export capability to succeed in Singapore's BSM eCommerce market.



Gain access to key Singaporean experts essential for navigating BSM eCommerce in Singapore.



Enhance your competencies, knowledge, and capabilities to support results with your BSM eCommerce partners in Singapore.

Topics covered

1.

Doing business on Singaporean eCommerce platforms focused on Beauty, Skincare and Makeup (BSM)

- Understand the major eCommerce platforms focused on the BSM sector in Singapore.
- Compare and contrast the major eCommerce platforms that focus on the BSM sector in Singapore.
- Build an understanding of the regulatory environment.
- Case study featuring key insights and lessons learned from companies entering Singapore's BSM sector.

2.

Understanding the digital and consumer landscape for Beauty, Skincare and Makeup (BSM) in Singapore

- Consumer trends and preferences for the BSM sector in Singapore.
- Digital trends and social media strategies for the BSM sector in Singapore.
- Undertaking product localisation for your BSM category product - brand, price and experience.
- Panel discussion with key stakeholders involved in Singapore's eCommerce BSM sector.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Singapore.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



academy.asialinkbusiness.com.au



academy@asialinkbusiness.com.au



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