

# Tiki is standing still in the race of e-commerce giants

In Q4 / 2018, Tiki ranked 2nd in the group of 4 largest e-commerce websites in Vietnam, including Shopee, Tiki, Lazada and Sendo. However, only a year later, Tiki was surpassed by Lazada and Sendo, falling to fourth place.

According to the Q4 / 2019 data of the Vietnam E-commerce Map published by iPrice Group, Shopee continues to be the largest e-commerce website in Vietnam, reaching 38 million visits. Compared to the third quarter of 2019, Shopee's traffic increased by 10% and was the first increase after falling for three consecutive quarters.

Sendo, after experiencing 5 quarters of rapid growth, has shown signs of slowing down, when traffic decreased by 12% to 27.2 million. Sendo is still in second place, but the gap with the third name is Lazada is not significant.

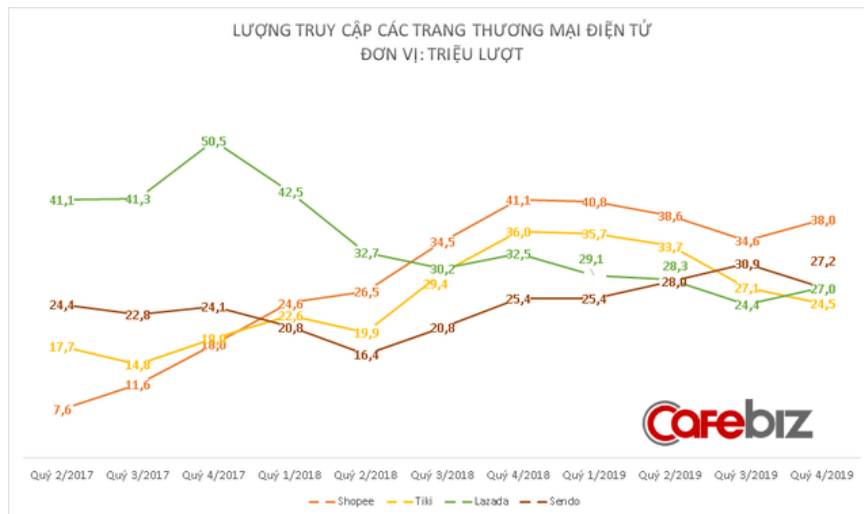


In Q4 / 2019, Lazada reached 27 million visits. Similar to Shopee, Lazada's traffic also increased again compared to the third quarter of 2019 after falling for 3 consecutive quarters.

The biggest drop recently was Tiki. From No. 2 in the fourth quarter of 2018 to the second quarter of 2019, Tiki dropped to the third position in the third quarter of 2019 and continued to the fourth position in the fourth quarter of 2019. Compared to the peak period in the fourth quarter of 2018, Tiki's traffic dropped by 32%.

In 2019, Tiki had two capital increases in June and December. The two main shareholders are still VNG (24.6%) and JD.com (21.9%). Other significant shareholders include Ubiquitous Traders Pte Ltd (nearly 9%), CyberAgent, STIC, Sumitomo. VNG's financial statements said that the value of VNG's investment in Tiki was zero, the result of Burn money to take over the market.

In mid-February 2020, the market appeared to be informed that two domestic e-commerce sites, Sendo and Tiki, had talks to discuss the merger, with the aim of becoming a counterweight to the two. Shopee and Lazada.



In 3 chains with offline stores, namely Mobile World, Dien May Xanh and FPT Shop, the traffic in the fourth quarter of 2019 decreased compared to the third quarter of 2019, the reductions were 4%, 4% and 13% respectively.

Doanh nghiệp	Lượng truy cập web mỗi tháng	xếp hạng iOS	xếp hạng Android	Youtube	Instagram	Facebook
1 Shopee VN	37983300	#1	#1	254000	155330	15434770
2 Thế Giới Di Động	28013300	#7	#5	665000	2200	3412430
3 Sendo	27180000	#4	#4	139000	16130	2891920
4 Lazada VN	27030000	#3	#3	191000	77640	28689270
5 Tiki	24506700	#2	#2	380000	135740	3025760
6 Điện Máy Xanh	10310000	#8	#8	423000	n/a	1554460
7 FPT Shop	7186700	n/a	#9	204000	12450	2465450
8 Điện Máy Chợ Lớn	6503700	n/a	n/a	2080	1980	579160
9 CellphoneS	5288300	n/a	n/a	2440000	63730	574750
10 Hoàng Hà Mobile	4207000	n/a	n/a	63300	6720	570620

Rank ecommerce sites by traffic. Photo: iPrice Group

According to the rankings on smartphone devices, the top 4 names are 4 e-commerce giants. Leading is still Shopee, second is Tiki, third is Lazada and fourth is Sendo.

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