

The Asian e-commerce opportunity

For many in the West, Asia is viewed as a large monolithic geographic area with some slight differences among regions. However, a more-informed understanding is that there are several market segments, and an understanding of some of the key differences between segments is valuable to developing effective market strategies.

By [Kirti Vashee](#) ^{26 Oct 2009}

Today, both India and China are propelled by strong economic momentum. Historically, they both also had deep and lasting cultural influence on much of Asia. An awareness of this history is useful in developing effective business strategies.

Japan, the second-largest economy in the world, is part of Asia. It has historically been the "best" Asian market for most companies, but this is rapidly changing as the China-India momentum builds.

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