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# Epson Singapore Debuts Official Shopee Flagship Store

**SINGAPORE, 3 August 2020** – [Epson Singapore](#) today announced the official opening of its flagship store on one of the leading e-commerce platforms in Southeast Asia, Shopee. Having made inroads into e-commerce with its flagship Lazada store launched in 2018, Epson Singapore is increasing its digital presence to cater to changes in consumer shopping habits that reflect today's new environment.

The global pandemic has created a rapid and significant shift in consumer behaviours, such as the shift to remote and work-from-home practices, as well as a change in purchasing patterns that resulted in an increase in traffic to online shopping channels. Recent data have further highlighted that 37 per cent of Singaporean consumers have increased online shopping activities as a result of staying home to prevent the spread of COVID-19 infections. The same data also revealed that over 76 per cent of those surveyed intend to continue this trend even after the global health crisis stabilises<sup>[1]</sup>.

In addition, Epson Singapore saw an increase in online sales of 16.4 per cent in Q1 2020 compared to the previous year - confirming the need to expand its online footprint and offerings, according to a GfK report done in Q1 2020. The global technology giant also reported an increase in total online printer brand share by 4 per cent between the first quarter of 2019 and 2020<sup>[2]</sup>, indicating that consumers have seen value in Epson's product offerings in their remote working endeavours to improve their productivity and efficiency.

Ms. Tan May Lin, Director – Sales, Marketing and Customer Service of Epson Sales division, Epson Singapore said, "We're delighted to further grow Epson Singapore's online presence with our expansion into Shopee. While brick-and-mortar stores continue to be important to our customers, shifts in consumer behaviour are driving further demand for an omni-channel digital

presence. As a customer-centric brand, we want to be where our customers are, and we believe that with the Shopee flagship store, Epson will continue to grow our brand presence, improve the consumer experience for our customers, while also making good on our commitment to sustainable business operations.”

To celebrate Epson’s official store launch on Shopee, exclusive promotions with up to \$100 in NTUC E-Vouchers, as well as free gifts will be available from 1 Aug to 16 Aug 2020. Visit the official Epson store on Shopee to find out more: <https://shopee.sg/epsonofficialsg>

[1] Nielsen, April 2020: IMPACT OF COVID-19 ON CONSUMER BEHAVIOR

[2]GFK, Q1 2020: Inkjet & Laser Printing report

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## **About Epson**

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations’ Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.

<http://global.epson.com/>

## **About Epson Singapore**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson’s business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>