

# Pepperstone SEA Market Strategy 2023

*Jan 2023*

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Cross-Border | Cross-Cultural Marketing | Consulting



# MARKET OUTLOOK

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# Singapore Insights

**Largest trading area in APAC – central Asian hub for traders**

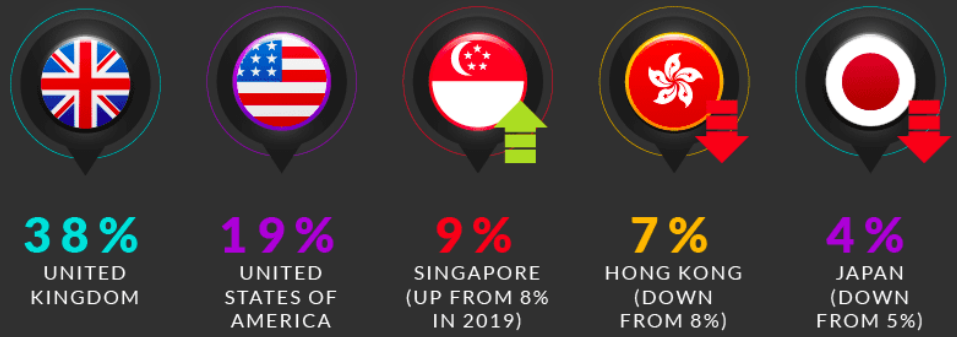
**One of the Four Asian Tigers – high strength on foreign trade**

Progressive concentration - The Singapore e-FX trading growth continues.

## WHICH COUNTRIES TRADE FOREX THE MOST IN 2022

THE UNITED KINGDOM, THE UNITED STATES, HONG KONG, SINGAPORE AND JAPAN.

**78%** OF GLOBAL FOREIGN EXCHANGE TURNOVER.



Turnover in **Singapore rose to 9%** of global turnover in 2022 – **up** from 8% in 2019, while Hong Kong SAR declined to 7% from 8%



**3rd Largest** trading area globally for FOREX.

**Avg \$640 billion per day** of the \$8.3 trillion traded globally in Singapore.



- ✓ **Regulated by MAS**
- ✓ Low transaction fees
- ✓ **App for trading on-the-go**
- ✓ Quality research tools
- ✓ Premium service
- ✓ Analysis insights
- ✓ **Wide variety of investment**
- ✓ Tight spread

## HOW DO PEOPLE TRADE IN 2022?



**55%**

USE A MOBILE DEVICE AND TRADING APP



**45%**

USE A DESKTOP COMPUTER OR WEB APP.



**10 MILLION**

TRADERS AROUND THE WORLD USE EITHER THE METATRADER 4 OR METATRADER 5 PLATFORMS

**Majority (55%) of forex traders prefer to use a mobile device and trading app, versus 45% who use a desktop computer or web app.**



# Malaysia Insights

Strong emerging market in APAC – FOREX trading volume rising by 50% (2013-2022; BIS, 2022)

Malaysia ranked 16th for Google Search Interest in the term “Buy Shares” - one of the top in SEA

Ranking	Country
1	Australia
2	New Zealand
3	South Africa
4	Singapore
5	United Kingdom
6	Mauritius
7	Ireland
8	India
9	Kenya
10	Qatar
11	United Arab Emirates
12	Canada
13	Jamaica
14	Pakistan
15	United States
16	Malaysia
17	Nigeria
18	Nepal
19	Philippines
20	Switzerland
21	Saudi Arabia
22	Netherlands
23	Denmark
24	Sweden
25	Thailand
26	Vietnam



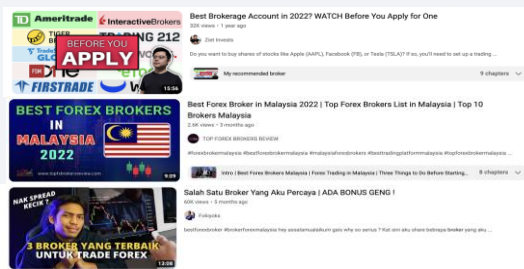
6 out of 10 adults invests in Forex.

Pepperstone is one of the **highest-rated brokers** for Malaysian traders recommended across social networks



- ✓ **Long-established**
- ✓ **Positive reviews**
- ✓ Provides educational content
- ✓ **Provides multilingual support**

- ✓ Smooth Trade execution
- ✓ Efficient Customer support
- ✓ Commissions and spreads
- ✓ Ease of deposits and withdrawals



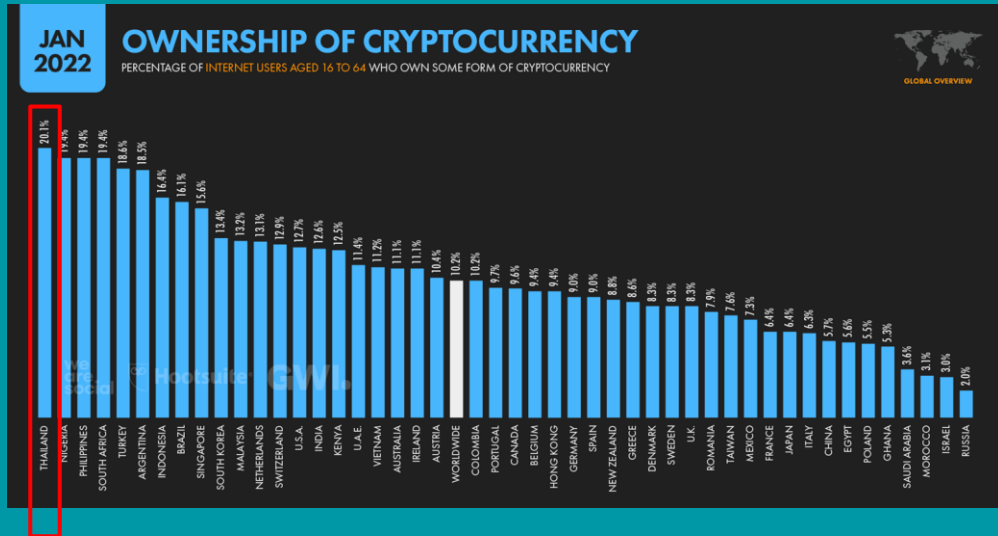
**A fair number of related YouTube contents & views were seen - suggesting a potential market**



# Thailand Insights

Thailand continues to be one of the most exciting emerging markets of SEA – especially post-pandemic (FOREX & crypto trading)

Thailand ranked 1st for owning cryptocurrency in the world - 'younger millennials' are likely to own the most.



The data reveals that Thai people own some form of 'Crypto' around **20.1%**



Turnover in digital asset market is **฿2.1 billion** in January 2023



✓ **Regulated by reliable authority**

✓ Fast deposits and withdrawals

✓ Low Spreads

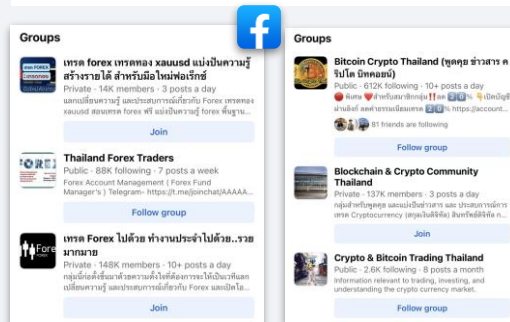
✓ Low transaction fees

✓ Seamless trading system

✓ **Provides a wide range of products**

✓ **Provide Thai customer support**

✓ Provides flexible trading hours



Facebook Private/Public group - is the most used channels that Thais seek for trading information

Source: Datareportal



# SEA Forex Communities

## TOP NEWS SOURCES FOR TRADERS

**yahoo!**

*TheStar*

DAILY  
**FX**

**FXSTREET**

**FOREX  
FACTORY**

The  
**Economist**

forexlive **DailyForex**

## TOP SOCIAL NETWORKS FOR TRADERS



TradingView

**FXSTAT**

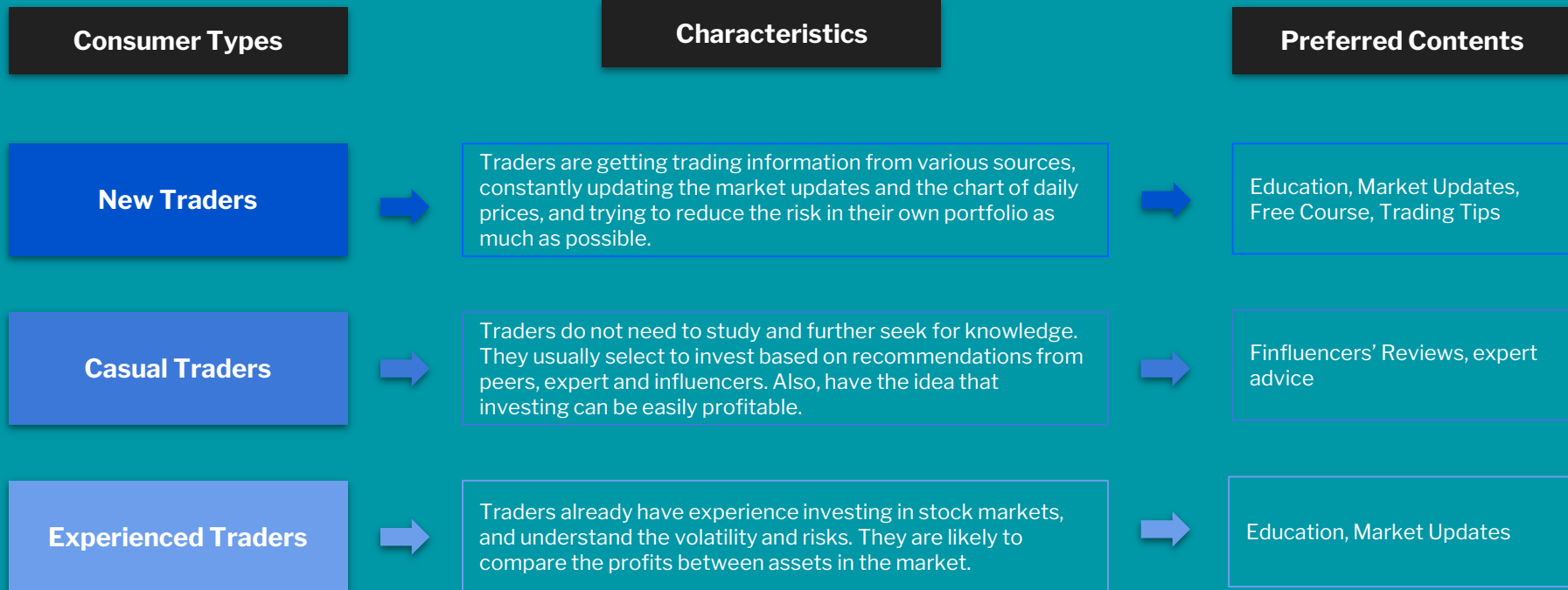
**myfxbook**

A dedicated space/forum for traders to share trading results, follow, compare, analyse various trading systems, and socialise.



# Consumer Insights

Generation types also affect the investment decisions. Generation X and Baby Boomers are less interested in digital trading / assets, more in traditional trading forms, than Gen Y / Gen Z, who are likely to take higher risks.



# Channel Summary

## Media Usage Habits

Similar habits across SEA, the field in general Brand/broker related research dependent on:  
**Search Engines (Comparison)**  
> **WoM/Reviews (3rd Party)**  
> **Social Media (Legitimacy)**

### SEARCH

Having helpful and **localised trading advice/tips** content on your website is crucial to get in their search results

### SOCIAL MEDIA

Social Media predominantly used to build **awareness** and **loyalty** with their customers

### KOL

Finfluencers rising as form of social trading; most active on **YouTube, TikTok**

## Social Media Channels



## Function/Content



1. Market Analysis
2. Education
3. Facebook groups



1. Education
2. Courses
3. Reviews
4. Market Updates



1. Live Market Updates  
(High post delivery speed)
1. Engagement



1. Branding
2. Engagement/Reviews
3. Market updates/Education



# *Let's catalyse your brand!*

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