


JAN - JUN 2021 WINNERS

Top growth brands across the internet

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Top Growth Websites - Fashion MY, All Traffic, Jan - Jun 2021











#	Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 shein.com	1,299,276	2442%	10:11	97,202	36.76%
2	 hermes.com	219,048	105%	0:55	27,324	63.06%
3	 stockx.com	523,965	99%	4:25	24,285	44.26%
4	 levi.com.my	634,264	81%	1:34	67,872	47.95%
5	 louisvuitton.com	637,332	71%	4:00	57,961	39.35%
6	 depop.com	202,886	67%	1:22	18,610	66.73%
7	 uniqlo.com	2,672,799	65%	3:58	261,174	47.09%
8	 bellroy.com	475,619	63%	1:35	44,704	56.35%
9	 coach.com	386,997	51%	2:18	44,271	47.22%
10	 doublewoot.com	457,910	50%	13:15	16,904	28.47%

METHODOLOGY

This report includes analysis from the fastest growing websites, with over 100K visits, in the Malaysia market. The growth rate is determined by looking at websites with the largest year-over-year change (Jan - Jun 2020 vs. Jan - Jun 2021) in total website visitors on desktop and mobile-web devices.



Top Growth Websites - Classifieds MY, All Traffic, Jan - Jun 2021







#	Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 Carousell.com.my <small>Change of domain. Traffic redirected from carousell.com.</small>	12,342,866	923%	5:46	606,719	48.31%
2	 wapcar.my	5,235,784	240%	2:58	527,221	56.60%
3	 mytukar.com	626,097	139%	8:45	34,246	35.60%
4	 carsome.my	3,115,791	119%	2:01	315,693	61.40%
5	 99.co	1,165,035	48%	0:57	152,870	72.72%
6	 propertyguru.com.my	13,595,248	47%	4:24	987,766	56.29%
7	 iproperty.com.my	17,976,768	25%	3:16	1,401,709	57.71%
8	 carbase.my	1,528,245	13%	3:06	135,917	48.49%
9	 speedhome.com	735,324	4%	5:21	71,734	38.87%
	 caricarz.com <small>New classifieds site with high growth</small>	511,985		4:34	45,488	46.63%

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Top Growth Websites - Food & Beverage MY, All Traffic, Jan - Jun 2021











#	Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 uspizza.my	589,079	122%	3:14	60,879	45.84%
2	 nandos.com.my	203,356	77%	1:43	24,434	45.70%
3	 caketoegether.com	310,712	70%	4:05	32,618	42.95%
4	 nespresso.com	311,795	49%	2:22	35,604	53.80%
5	 eatcaketoday.com	359,818	43%	3:45	39,779	53.23%
6	 starbucks.com	127,514	31%	2:10	15,168	61.00%
7	 subway.com	207,200	22%	5:19	22,997	40.75%
8	 kyochon.com.my	112,119	8%	2:08	12,872	45.36%
9	 baskinrobbins.com.my	260,673	2%	4:34	20,854	45.10%
	 tacobell.com.my New F&B site with high growth	211,276		1:46	20,066	57.51%

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Top Growth Websites - Consumer Electronics MY, All Traffic, Jan - Jun 2021

#	Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 sony.com.my	3,244,998	67%	2:18	242,267	52.91%
2	 machines.com.my	1,132,242	47%	4:07	107,214	31.85%
3	 dell.com	3,016,854	47%	8:16	206,561	38.58%
4	 lenovo.com	3,922,928	43%	5:23	276,863	48.86%
5	 samsung.com	55,511,969	37%	1:48	2,249,926	32.19%
6	 casio.com	220,893	28%	2:36	25,677	55.57%
7	 asus.com	6,813,525	27%	3:15	592,904	49.31%
8	 lg.com	743,893	25%	2:45	76,837	61.56%
9	 apple.com	13,291,859	21%	3:30	1,257,717	52.58%
10	 realme.com	823,187	16%	2:58	80,719	52.40%

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Top Growth Websites - Financial Services MY, All Traffic, Jan - Jun 2021

#	<u>Banking & Lending</u> Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	bsn.com.my	2,205,064	1989%	3:30	97,626	31.68%
2	pbenterprise.com	3,762,724	75%	9:51	78,563	13.59%
3	sc.com	2,833,880	45%	14:39	222,296	37.30%
4	cimb.com.my	4,044,430	35%	1:09	503,818	78.49%
5	ambankgroup.com	2,985,767	16%	8:41	91,505	48.16%

#	<u>Investment</u> Domain (Market Share)	Jan - Jun 2021 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	publicgold.com.my	5,191,776	259%	4:37	137,114	57.11%
2	publicmutualonline.com.my	4,808,095	75%	5:37	169,340	21.00%
3	rhbtradesmart.com	3,712,078	45%	11:46	44,096	18.07%
4	itradeicimb.com.my	3,705,442	21%	4:26	45,062	25.44%
5	publicmutualutconnect.com.my	576,883	11%	13:26	17,395	21.07%

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