



E-COMMERCE BY FARMERS AND AGRIPRENEURS IN LAO PDR

Like its neighbors, Laos's e-Commerce activity has grown substantially, with food delivery and logistics company services expanding exponentially during and after the COVID-19 pandemic. Unlike farmers in most other ASEAN countries, however, Lao farmers sell their products online directly, with an estimated 25% of Lao Farmers Association farmers promoting their products on Facebook themselves.

WHY E-COMMERCE DESERVES MORE ATTENTION

Laos has high internet penetration and usage with an estimated 3.75 million active on Facebook, yet no major foreign platform like Lazada or Taobao has expanded into the country. With no existing comprehensive data on this emerging sector, Helvetas commissioned a rapid assessment of Laos's e-commerce activities in early 2025 to benefit smallholder farmers and *agripreneurs*. The *Study on e-Commerce by Agripreneurs in Lao PDR* focuses on the addressable market, high potential products, typology of online *agripreneurs*, best practices, and quick win recommendations.



Key Findings

- *Agripreneurs* can earn more for high-quality niche products.
- Most types of agrifood can benefit from e-Commerce, even husbandry.
- Tea, Non-Timber Forest Products (NTFP), fruits, vegetables, and processed food offer the greatest eCommerce sales potential.
- Women over 40 are leading the way in agrifood e-commerce in Laos
- Lao *agripreneurs* most need support in ensuring quality and regular production through practical training throughout the sales process

PROJECT INTERVENTIONS AS A RESULT OF THE STUDY

As part of its ongoing efforts in the region, LURAS has been delivering practical training for Lao e-Commerce *agripreneurs* to address knowledge gaps throughout the five stages of the e-Commerce sales process:

- Product/Packaging
- Advertising/Promotion
- Terms & conditions
- Payment of order
- Packing & Delivery
- Aftersales service

LURAS has trained 150 youth **across four project provinces in essential e-commerce skills, including photography and videography for marketing, as well as strategies to integrate e-commerce into their businesses.**

The training also covered practical knowledge on product packaging, online customer service, and digital marketing techniques, enabling young *agripreneurs* to effectively promote and sell their products through social media and other online platforms.

Based on recommendations from the 2025 Study, LURAS also developed five short, simple videos to support e-commerce. These videos are available on the [LURAS](#) YouTube Channel.



[Production
Presentation](#)



[Promotion](#)



[Trading
Conditions](#)



[Payment
System](#)



[Customer
Service](#)

Project Name	Lao Upland Rural Advisory Service (LURAS)
Project Duration	Phase I: December 2014 – November 2017 Phase II: December 2017 – November 2022 Phase III: December 2021 – June 2026
Donors	Swiss Agency for Development & Cooperation (SDC)
Partners	Department of Agriculture Extension and Cooperative, Provincial /District Agriculture and Forestry Offices, farmer organisations, companies and small enterprises, research institutions and academia
Goal	To promote a demand-driven pluralistic extension system to support an inclusive and resilient farming systems and agribusiness, which creates fair and sustainable incomes for local communities
Target Groups	Smallholder farmers, rural youth, farmer organisations
Target Areas	Xieng Khouang, Huaphan, Luang Prabang and Oudomxay
More Information	https://www.helvetas.org/LURAS

