

Annex B – Number of E-commerce Scams by Approach Modality

This table lists the top 10 approach modalities, based on the number of e-commerce scams in 2024. “Others” refers to the sum of e-commerce scams from approach modalities outside of the top 10, including non-online platforms such as SMS and Phone.

Platforms	2023		2024	
	No. of Reported Cases	Proportion of all E-Commerce Scams	No. of Reported Cases	Proportion of all E-Commerce Scams
Facebook ⁱ	4,550	46.5%	4,368	37.4%
Carousell	2,476	25.3%	1,987	17.0%
Telegram	787	8.0%	1,672	14.3%
Instagram ⁱⁱ	230	2.4%	800	6.9%
Twitter / X	299	3.1%	510	4.4%
TikTok ⁱⁱⁱ	75	0.8%	396	3.4%
Xiaohongshu ^{iv}	227	2.3%	352	3.0%
WhatsApp	243	2.5%	273	2.3%
Website	224	2.3%	246	2.1%
Shopee ^v	109	1.1%	179	1.5%
Others	563	5.8%	882	7.6%
Total	9,782	-	11,665	-

**Percentages may not add up to 100% due to rounding*

ⁱ Figures include E-commerce scams reported across Facebook products (e.g. Marketplace, Pages, Groups).

ⁱⁱ Figures include E-commerce scams reported across Instagram products (e.g. Shopping, Live, Story, Reel).

ⁱⁱⁱ Figures include E-commerce scams reported across TikTok products (e.g. Shopping, Live).

^{iv} Figures include E-commerce scams reported across Xiaohongshu products (e.g. Red Mall).

^v Figures include E-commerce scams reported across Shopee products (e.g. Live).