



2026 Key Threats to Digital Trade Asia Pacific

The Asia-Pacific region represents a diverse and growing market for U.S. digital commerce, yet an expanding range of regulatory barriers threatens cross-border trade and market access. Governments across the region are introducing restrictions on data transfers, imposing domestic infrastructure requirements, and developing new rules governing digital platforms and artificial intelligence.

Recent developments highlight these challenges. India's data protection framework creates uncertainty around future localization requirements, while Vietnam's AI law and cybersecurity regulations impose additional obligations on foreign suppliers. Bangladesh has expanded taxation of digital businesses, and Indonesia continues to restrict the deployment of subsea cable infrastructure. Together, these measures illustrate the growing costs and complexity of operating across regional markets.

THE DIGITAL TRADE CHALLENGE



Platform
Regulation



Local
Content
Mandates



Data and
Cloud
Restrictions

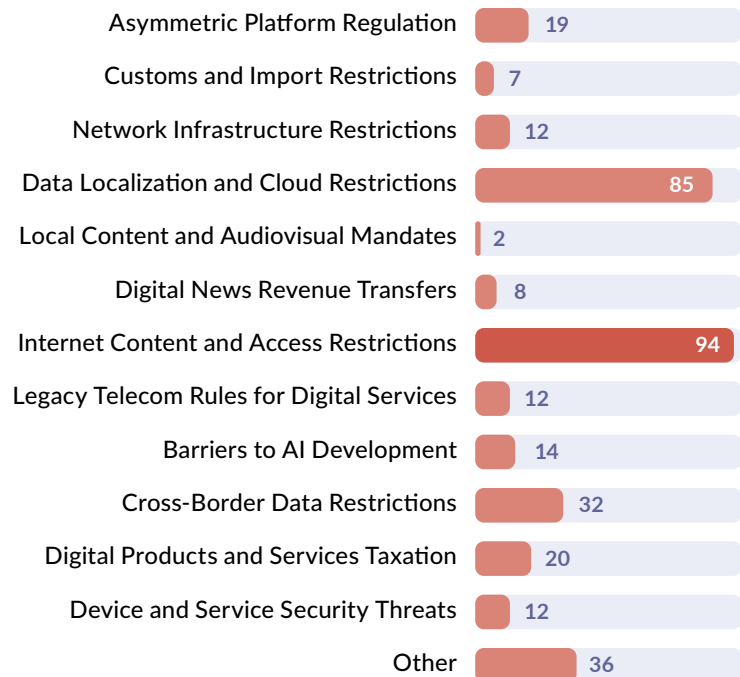
353 Digital Trade Barriers Identified

21 COUNTRIES ANALYZED



Information and data is current as
of October 2026. Learn more at:
digitaltradebarriers.ccianet.org.

DIGITAL TRADE THREAT PROFILE



U.S. DIGITAL SERVICES IMPACT 2025



\$181 billion
U.S. Digital Services
Exports (2025)



\$61 billion
Digital Services Trade
Surplus (2025)

¹ The following is excerpted from CCIA's annual comments submitted to the Office of the U.S. Trade Representative regarding its National Trade Estimate report:
<https://ccianet.org/library/ccia-comments-for-the-2027-ustr-n-te-report/>