

## **Megatrends in Indonesia**

Market Direction | 2022-11-09 | 54 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Indonesia.

Euromonitor's Megatrends in Indonesia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Megatrends market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The drivers shaping consumer behaviour  
Megatrends framework  
Businesses harness megatrends to renovate, innovate and disrupt  
Digital living  
WIR Group will take Jakarta Fashion Week to the metaverse  
Mobile apps are used for a multitude of activities  
Most consumers are keen to manage their online privacy  
Baby Boomers are the most willing to share their data  
Friends and family remain the most trusted source of information  
Return to face-to-face activities expected post-pandemic  
Experience more  
Starbucks celebrates Indonesia's coffee heritage with new immersive experience  
Indonesians value both real world and virtual experiences  
Online socialising has become the norm post-pandemic  
Travellers continue to prioritise safety  
Millennials are the most eager to resume face-to-face activities  
Middle class reset  
IDEAL aims to simplify the mortgage process with all-in-one app  
Consumers seek quality and bargains  
The concept of repurposing is gaining traction  
Gen Z are most likely to be planning more visits to discounters  
Premiumisation  
Somethinc offers premium, affordable cosmetics for different skin shades  
Most Indonesians yearn for a simpler life  
Consumers are generally very confident in the value of their investments  
Quality, comfort and health are top priorities across categories  
Shifting market frontiers  
Chinese dairy giant Yili boosts local economy with high-tech ice cream factory  
Indonesians are interested in international products and cultures  
Gen Z are the most supportive of local industry  
Shopping reinvented  
Eyewear brand SATURDAYS set for nationwide expansion with omnichannel strategy  
Indonesian shoppers are eager to engage with companies via social media  
Younger generations are the most likely to interact with brands  
Sustainable living  
Octopus launches digital platform and employs gig workers to manage waste  
Indonesians are keen to play a part in protecting the environment  
Reducing plastics use is the overriding environmental concern  
Wellness  
Lemonilo brings healthier noodles to the mass market  
Consumers are looking for healthier ingredients  
Massage is the most popular way to de-stress  
Consumers are cautious about health and safety post-pandemic

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