

## **Retail E-Commerce in Indonesia**

Market Direction | 2024-03-11 | 42 pages | Euromonitor

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### **Report description:**

Retail e-commerce continued to register buoyant growth in Indonesia in 2023, continuing the trend seen throughout the review period. While the movement restrictions put in place to control the number of COVID-19 cases had a positive impact on online sales in the pandemic, sales via this channel were growing rapidly even prior to the outbreak of the disease, fuelled by the development of e-commerce platforms such as Tokopedia, Bukalapak, Lazada and Blibli. Besides a diverse range of products, the...

Euromonitor International's Retail E-Commerce in Indonesia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce 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.

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Euromonitor International  
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Fashion and beauty products key categories driving growth in retail e-commerce

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E-commerce is expected to see healthy growth over forecast period due to initiatives, investments and sticky consumer habits

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