

Retail E-Commerce in Indonesia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Retail E-Commerce in Indonesia
Euromonitor International
March 2024

List Of Contents And Tables

RETAIL E-COMMERCE IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government support provides a significant push for industry growth

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

Shopee launches Shopee Finest segment, spotlighting premium product ranges

PROSPECTS AND OPPORTUNITIES

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

Tokopedia tapping into the financial/banking segment by launching Tokopedia Visa Credit Card

Characteristics of TikTok Shop and TikTok Live work like a charm in driving e-commerce sales

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN INDONESIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retailer collaborations reap benefits and drive sales growth

Warung digitalisation an important element of digital transformation in local retail

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

Christmas

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

MARKET DATA

Table 11	Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
Table 12	Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
Table 13	Sales in Retail Offline by Channel: Value 2018-2023
Table 14	Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 15	Retail Offline Outlets by Channel: Units 2018-2023
Table 16	Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 17	Sales in Retail E-Commerce by Product: Value 2018-2023
Table 18	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 19	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 20	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 21	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 22	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 23	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 24	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 25	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 26	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 27	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 28	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 29	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 30	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 31	□Retail GBO Company Shares: % Value 2019-2023
Table 32	□Retail GBN Brand Shares: % Value 2020-2023
Table 33	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 34	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 35	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 36	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 37	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 38	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 42	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 43	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 44	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 45	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 46	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 47	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 48	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 49	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 50	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 51	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 52	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 53	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 54	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 55	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 56	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 57 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retail E-Commerce in Indonesia

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com