

**Indonesia: Consumer Profile**

Market Direction | 2024-11-14 | 45 pages | Euromonitor

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**Report description:**

The demographic landscape in Indonesia is being shaped by its expanding population, high birth rate, large youth cohort and urbanisation. Spending patterns are being shaped by a generational shift, as consumer preferences move towards personalised and tech-driven solutions. Going forward, the influence of Gen Z and their demands will increase. Households with children will remain dominant, driving demand for family-orientated goods.

Euromonitor's Indonesia: Consumer Profile 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 Economy 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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Population growth and the rising influence of Generation Alpha in Indonesia

Urbanisation to accelerate as Jakarta emerges as the dominant megacity

Opportunities for growth

Couples with children remain leading household type, but single-person households rising

Rising housing prices in Indonesia highlight demand for safe and minimalist homes

Households in Indonesia are ageing and predominantly led by males by 2040

Digital adoption accelerates across households with nearly universal internet access by 2040

Moderate inflation impacts overall spending of consumers

Baby Boomers lead in financial confidence and planned increased spending on experiences

Technologically adept youth will see the most rapid increase in their incomes

Jakarta remains the hub of consumer expenditure among Indonesians

Baby Boomers focus on high-quality and environmentally friendly household essentials

Consumers focus on bargain-hunting, while showing a growing preference for quality

Environmental consciousness rises as Indonesians takes action against plastic use

High financial confidence among consumers, with Millennials leading in savings

Work-life balance and reskilling are top priorities for Indonesian workers

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