

E-Commerce in Indonesia

<https://marketpublishers.com/r/EF73160D1065EN.html>

Date: March 2021

Pages: 52

Price: US\$ 990.00 (Single User License)

ID: EF73160D1065EN

Abstracts

Over the review period, there were three major factors driving the e-commerce surge in Indonesia: the growing middle-class population, high internet and mobile penetration rates, and the fast growth of fintech and alternative financing options. These are the factors that contribute to availability and bridge between supply and rising demand. In 2020, the COVID-19 pandemic gave consumers another reason to shop via e-commerce as fears of contracting/transmitting the virus led consumers to spend mo...

Euromonitor International's 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: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the 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, 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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GLOBAL INDUSTRY ENVIRONMENT

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