

# Food and Drink E-Commerce in Indonesia

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## Abstracts

E-commerce sites selling food and drink were already available in the Indonesian market prior to the COVID-19 crisis, but the marked shift to online shopping seen during the pandemic has made consumers significantly more inclined to turn to online channels for their groceries. During the pandemic, Tokopedia and Shopee, two of the main e-commerce players, recorded an increase in sales transactions, especially for food and beverages, as consumers increasingly turned to these platforms to do their...

Euromonitor International's Food and Drink 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.

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

### Why buy this report?

Get a detailed picture of the Food and Drink 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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