

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.

Contents

FOOD AND DRINK E-COMMERCE IN INDONESIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Surge in food and drink e-commerce sales

Logistics for food and drink e-commerce leave much room for improvement

Social commerce (s-commerce) gains relevance during pandemic

PROSPECTS AND OPPORTUNITIES

Continued gradual improvement of food and beverage e-commerce sales

More investment in e-commerce may address issues of shelf life for perishable items

Potential for greater variety of food and beverages through e-commerce in future

CHANNEL DATA

Table 1 Food and Drink E-Commerce: Value 2016-2021

Table 2 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 3 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 4 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

RETAILING IN INDONESIA

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Changes in opening hours of shopping centres affect grocery retailers in particular

Continued shift to online platforms

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

Christmas

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 8 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 9 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 11 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 17 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 21 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 23 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 29 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 31 Retailing GBO Company Shares: % Value 2017-2021

Table 32 Retailing GBN Brand Shares: % Value 2018-2021

Table 33 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 39 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 40 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 46 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 47 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 48 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

2021-2026

Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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