

Megatrends in Indonesia

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends, and insights as to how each trend has manifested in Indonesia.

Euromonitor's Megatrends in Indonesia 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 Megatrends 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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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Legit Group set to scale up its cloud kitchen business

Tech is being used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

Indonesians want to see things before buying

Lack of time to cook is driving the food delivery category

Digital living

Tokopedia enhances e-commerce offering with subscription plan

Millennials make the greatest use of tech

Most consumers are protective of their personal data

Gen Z prefer to stay anonymous online

Consumer reviews are the most trusted information source

Consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

Starbucks Indonesia opens its first signing store staffed by the deaf and hard of hearing

Indonesians show strong support for charitable causes

Most people feel comfortable expressing their identity

Brand trust is important to shoppers

Experience more

Realme opens new experience store as part of its omnichannel strategy

Indonesians enjoy socialising both online and offline

Safety and nature are the key priorities when travelling

Consumers are still more likely to enjoy real world than online experiences

Personalisation

TikTok launches personalised subscription-only music streaming service

Younger generations are the most enthusiastic about virtual activities

Most Indonesians enjoy tailored experiences

Premiumisation

Bakery-caf?s flourish on the back of expanding urban middle class consumer base

Most Indonesians desire a simpler lifestyle

Millennials are the most confident in their long-term investments

Health, quality and comfort are prized attributes

Pursuit of value

GoTo promotes financial inclusion by making GoPay app accessible to unbanked consumers

Most Indonesians lead a minimalist lifestyle

Shoppers are worried about the rising cost of living

Indonesians are embracing the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

Quick-commerce platform Astro scales up and increases private label range

Indonesians enjoy the shopping experience

S-commerce gains traction as part of the omnichannel experience

Young people interact most with brands online

Sustainable living

The World Bank supports efforts to improve urban mobility in Indonesia

Indonesians want to make positive differences

Mindful consumption is on the rise

Reducing plastics use is top of mind for eco-conscious consumers

Wellness

Halodoc enhances healthcare accessibility for millions of Indonesians

Massage remains the principal antidote to stress

Indonesians take a keen interest in healthy eating

Consumers remain wary of health and safety in post-pandemic era

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