

# Mobile E-Commerce (Goods) in Indonesia

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## Abstracts

The e-commerce boom in Indonesia is being supported by the increasing number of affordable smartphones in the country. Most of the population in Indonesia still comes from the lower to lower-middle income groups. Therefore, mobile phone companies are increasingly offering more affordable mobile phones to tap into this market. Now, mobile phones are no longer affordable for only the higher income consumers, but also affordable for lower and middle income consumers.

Euromonitor International's Mobile E-Commerce (Goods) 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 Mobile E-Commerce (Goods) 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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Mobile phone penetration is high in Indonesia

Mobile payments have developed greatly

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Growth of MSMEs drives mobile e-commerce

Increasing use of mobile payment technology set to benefit mobile e-commerce

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