

Mobile E-Commerce in Indonesia

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Abstracts

The COVID-19 pandemic has led the Indonesian population to stay at home more in 2020, whether through mandatory PSBB measures or through consumers' own fears of the virus. As such, they have changed their shopping behaviours to access and purchase the same products and services they purchased previously. Upon the COVID-19 outbreak, e-commerce experienced a huge surge, with most e-commerce transactions being completed through mobile phones. The popularity of this channel is due to the practicalit...

Euromonitor International's Mobile 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 Mobile 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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Channel benefits from convenience trend as mobiles become popular for making purchases

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Increased use of mobile phones to relieve boredom leads to boosted channel sales

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GLOBAL INDUSTRY ENVIRONMENT

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