

# Retail E-Commerce in Indonesia

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## Abstracts

Retail e-commerce continued to register buoyant growth in Indonesia in 2023, continuing the trend seen throughout the review period. While the movement restrictions put in place to control the number of COVID-19 cases had a positive impact on online sales in the pandemic, sales via this channel were growing rapidly even prior to the outbreak of the disease, fuelled by the development of e-commerce platforms such as Tokopedia, Bukalapak, Lazada and Blibli. Besides a diverse range of products, the...

Euromonitor International's Retail 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail 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

Retail E-Commerce in Indonesia  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

RETAIL E-COMMERCE IN INDONESIA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Government support provides a significant push for industry growth  
Fashion and beauty products key categories driving growth in retail e-commerce  
Shopee launches Shopee Finest segment, spotlighting premium product ranges  
PROSPECTS AND OPPORTUNITIES  
E-commerce is expected to see healthy growth over forecast period due to initiatives, investments and sticky consumer habits  
Tokopedia tapping into the financial/banking segment by launching Tokopedia Visa Credit Card  
Characteristics of TikTok Shop and TikTok Live work like a charm in driving e-commerce sales

### CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022  
Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022  
Table 3 Retail E-Commerce by Product: Value 2017-2022  
Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027  
Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027  
Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027  
Table 10 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

### RETAIL IN INDONESIA

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Retailer collaborations reap benefits and drive sales growth  
Warung digitalisation an important element of digital transformation in local retail

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

Christmas

## MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 Sales in Retail Offline by Channel: Value 2018-2023

Table 14 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 Retail Offline Outlets by Channel: Units 2018-2023

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 Retail GBO Company Shares: % Value 2019-2023

Table 32 Retail GBN Brand Shares: % Value 2020-2023

Table 33 Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 Retail Offline LBN Brand Shares: Outlets 2020-2023

- Table 36 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 37 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 38 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 46 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 48 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 60 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 62 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 63 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

## Summary 2 Research Sources

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