

# Indonesia Connected & e-Commerce

Patria Laksamana, Ph.D

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**INDONESIA**

FEB  
2022

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



**277.7**  
MILLION

URBANISATION

**57.9%**



CELLULAR MOBILE  
CONNECTIONS



**370.1**  
MILLION

vs. POPULATION

**133.3%**



INTERNET  
USERS



**204.7**  
MILLION

vs. POPULATION

**73.7%**



ACTIVE SOCIAL  
MEDIA USERS



**191.4**  
MILLION

vs. POPULATION

**68.9%**

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# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



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TIME SPENT USING  
THE INTERNET



GWJ.

**8H 36M**

YEAR-ON-YEAR CHANGE  
**-3.0% (-16 MINS)**

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



**2H 50M**

YEAR-ON-YEAR CHANGE  
**-0.6% (-1 MIN)**

TIME SPENT USING  
SOCIAL MEDIA



GWJ.

**3H 17M**

YEAR-ON-YEAR CHANGE  
**+1.5% (+3 MINS)**

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**1H 47M**

YEAR-ON-YEAR CHANGE  
**+9.2% (+9 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 40M**

YEAR-ON-YEAR CHANGE  
**+11.1% (+10 MINS)**

TIME SPENT LISTENING  
TO BROADCAST RADIO



GWJ.

**0H 37M**

YEAR-ON-YEAR CHANGE  
**+12.1% (+4 MINS)**

TIME SPENT LISTENING  
TO PODCASTS



**0H 55M**

YEAR-ON-YEAR CHANGE  
**+25.0% (+11 MINS)**

TIME SPENT USING  
A GAMES CONSOLE



**1H 19M**

YEAR-ON-YEAR CHANGE  
**+3.9% (+3 MINS)**



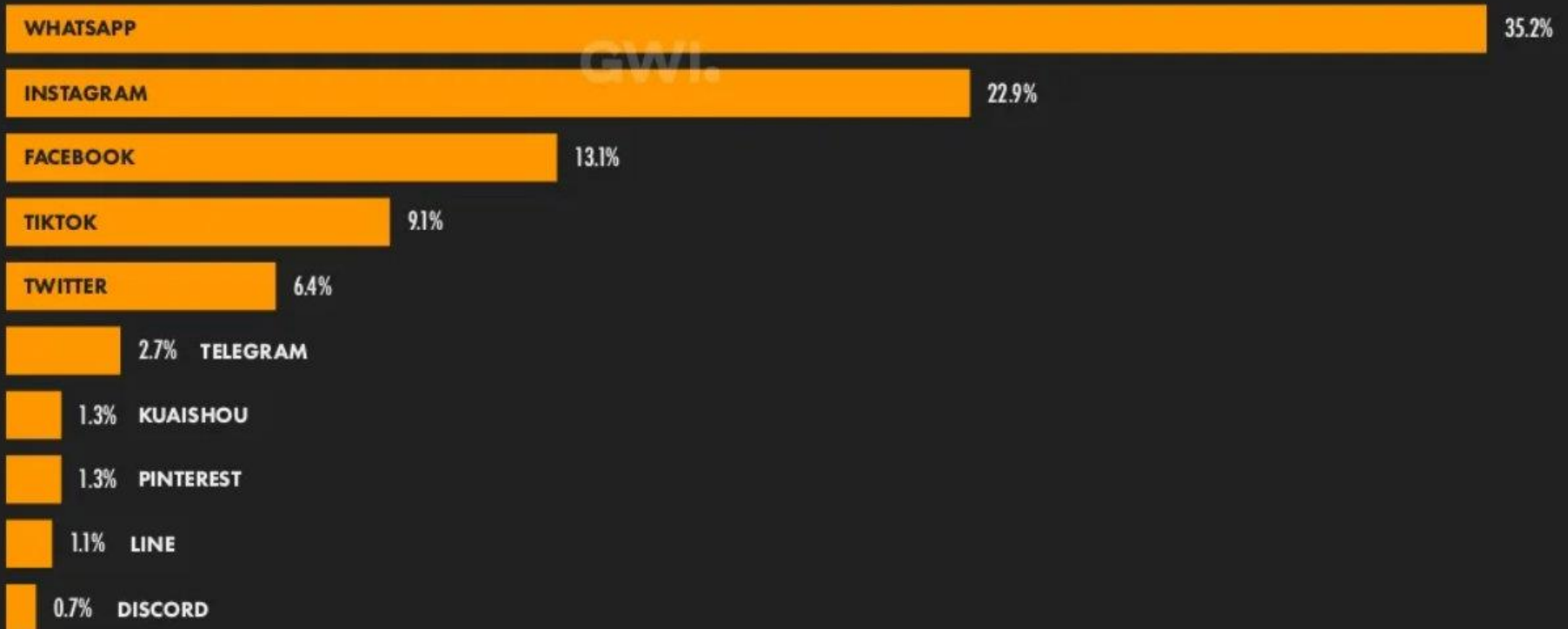
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# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



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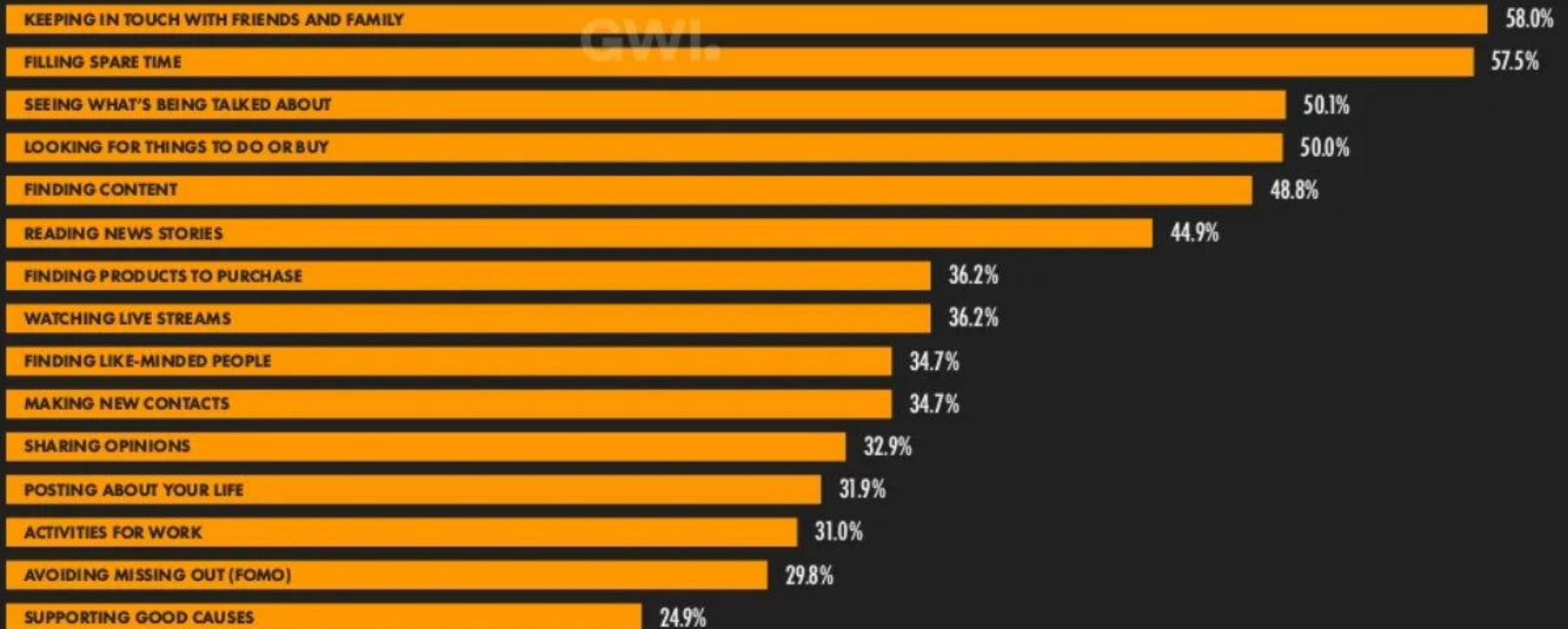
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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



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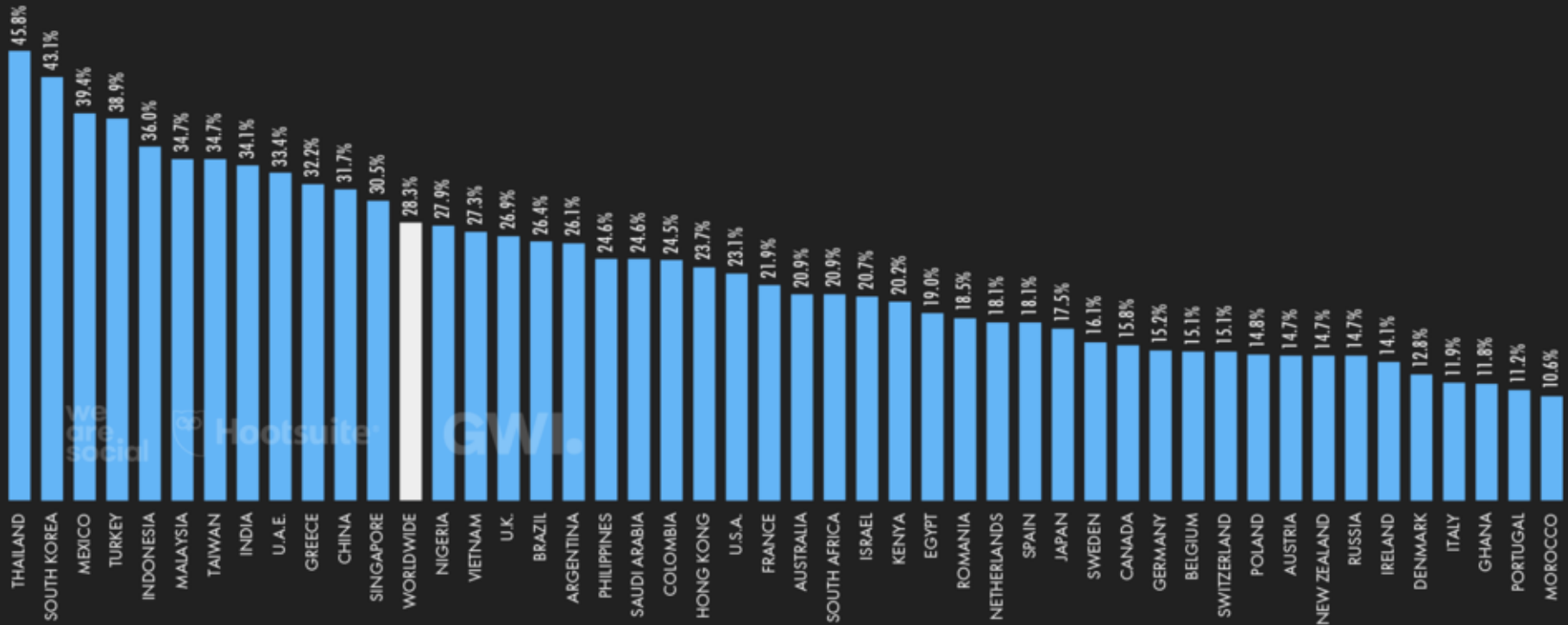


**ECOMMERCE**

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2022

# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK





# Telusuri Persaingan Toko Online di Indonesia

Filter berdasarkan

Model Bisnis ▾

Store Type ▾

Asal Toko ▾

Pilih Data per Kuartal

Q3 2021 ▾

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1  Shopee	134,383,300	#1	#1	672,390	8,110,190	23,498,770	12,322
2  Tokopedia	158,136,700	#2	#3	966,050	4,619,750	6,525,510	4,963
3  Lazada	27,953,300	#3	#2	447,600	3,039,430	31,852,130	4,429
4  Zalora	2,550,000	#4	#8	n/a	722,870	7,998,580	599
5  Sociolla	1,836,700	#5	#4	6,010	1,012,230	16,840	610
6  Bukalapak	30,126,700	#6	#5	224,560	1,727,530	2,519,260	2,395
7  ID ID	3.823.300	#7	#7	47.100	604.750	966.880	1,237

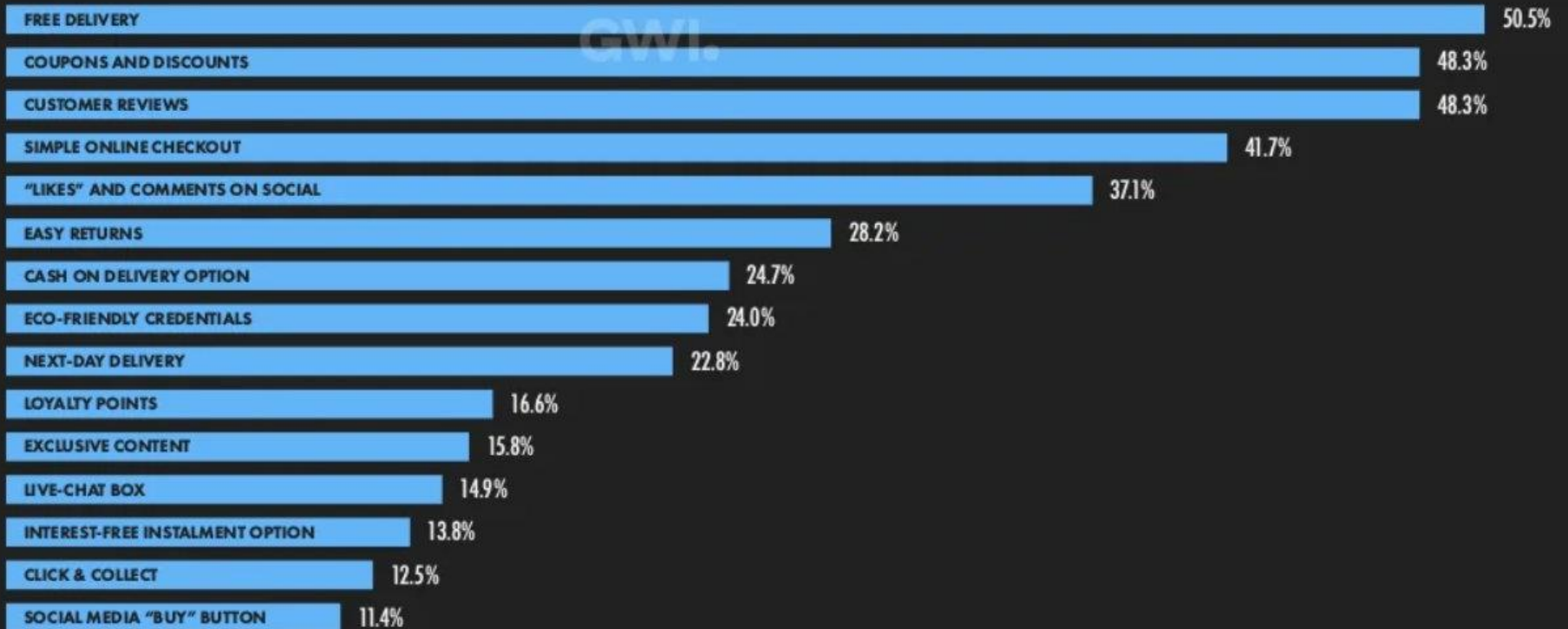
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# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



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# ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



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ELECTRONICS



**\$14.44  
BILLION**

YEAR-ON-YEAR CHANGE  
**+56.9% (+\$5.2 BILLION)**

statista

FASHION



**\$8.98  
BILLION**

YEAR-ON-YEAR CHANGE  
**+58.1% (+\$3.3 BILLION)**



FURNITURE



**\$9.28  
BILLION**

YEAR-ON-YEAR CHANGE  
**+52.2% (+\$3.2 BILLION)**

statista

TOYS, HOBBY, DIY



**\$7.45  
BILLION**

YEAR-ON-YEAR CHANGE  
**+68.7% (+\$3.0 BILLION)**

PERSONAL & HOUSEHOLD CARE



**\$6.21  
BILLION**

YEAR-ON-YEAR CHANGE  
**+49.2% (+\$2.0 BILLION)**



FOOD



**\$4.63  
BILLION**

YEAR-ON-YEAR CHANGE  
**+118% (+\$2.5 BILLION)**

statista

BEVERAGES



**\$959.1  
MILLION**

YEAR-ON-YEAR CHANGE  
**+76.1% (+\$414 MILLION)**



PHYSICAL MEDIA



**\$1.87  
BILLION**

YEAR-ON-YEAR CHANGE  
**+21.3% (+\$328 MILLION)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



Whoever said money can't buy  
happiness simply didn't know where  
to go shopping.

— *Bo Derek* —

AZ QUOTES