



Euromonitor
International

Megatrends in Indonesia

September 2024

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Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

CROSS-TREND COMPARISON: INDONESIA

Shopper Reinvented tops the trend list, supported by digital innovation

CONVENIENCE

Convenience

GoRide Transit integrates ride hailing with public transport for seamless travel

Shoppers seek time-saving products and services

Indonesians desire more flexible working conditions

Shoppers want easy access to stores

Tech-savvy consumers enjoy the flexibility of e-commerce

Consumers seek more convenient alternatives to home cooking

DIGITAL LIVING

Digital living

GoTo develops first ever AI-enabled Indonesian language fintech voice assistant

Indonesians rely heavily on home-delivered food

Consumers are eager to protect their personal data

Millennials are the most willing to share data in return for special offers

Indonesians are heavily reliant on consumer reviews

Consumers expect more face-to-face interactions in future

DIVERSITY AND INCLUSION

Diversity and inclusion

Amartha supports financial inclusion for women-led micro-businesses

Millennials are keen to bring about positive change

Most consumers feel confident about their identity

Consumers value trustworthy companies and brands

EXPERIENCE MORE

Experience more

Miniso opens its biggest IP-based experience store in Jakarta

Indonesians enjoy shared experiences

Safety is paramount for travellers

Shoppertainment is on the rise

PERSONALISATION

Personalisation

Uniqlo expands its customisable t-shirt and tote bag service

Young consumers enjoy tech-driven experiences

Indonesians are keen to tailor their experiences

PREMIUMISATION

Premiumisation

Local brand Artkea opens flagship store at premium shopping destination

Millennials seek uniqueness and personalisation

Indonesians feel confident in their long-term investments

Consumers are most drawn to foods with health and environmental claims

PURSUIT OF VALUE

Pursuit of value

Kenangan Brands' "affordable" coffee chain is aimed at budget-conscious consumers

Gen X are the most frugal cohort

Confidence is hit by rising living costs

Shoppers start to embrace the sharing economy

Gen Z are the most determined to save

SHOPPER REINVENTED

Shopper reinvented

Lazada woos former TikTok Shop customers following social commerce ban

Millennials demand transparency from brands

Consumers welcome an omnichannel shopping experience

Indonesians are eager to engage with brands via social media

Gen Z continue to enjoy social commerce, despite government ban

SUSTAINABLE LIVING

Sustainable living

Pala Nusantara launches bioresin -based watch made from tree sap

Indonesians are benevolent and community-orientated

Baby Boomers are keen to maximise the life of their products

Cutting down on plastics use is a key priority for consumers

WELLNESS

Wellness

Lemonilo targets Gen Z and Millennials with healthy instant noodles

Massage is the most common way to beat stress

Consumers take a growing interest in nutrition

Indonesians remain alert to personal safety post-pandemic

APPENDIX

Leverage the power of megatrends to shape your strategy today

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