

# Retail E-Commerce in Indonesia

March 2024

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### 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  
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