Euromonitor International

Digital Shopper (E-Commerce Goods and Services) in Indonesia

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EXECUTIVE SUMMARY

2025 Developments

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Digital Shopper (E-Commerce Goods and Services)

INDUSTRY PERFORMANCE

Livestreaming and Digital Credit Sustain E-Commerce Amidst Headwinds
Price-Driven Promotions the Focus of Consumer Behaviour
Tokopedia and Tiktok Shop Integration Converts Live Engagement into Sales Growth
Chart 2 - Tokopedia–Tiktok Shop Livestreaming Integration Benefits Sellers
Chart 3 - Value Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Ai Assistants and Integrated Platforms to Reshape Purchasing Behaviour of Indonesians
Retail E-Commerce to Retain Lead While Livestreaming Offers Further Rapid Growth Potential
Qris and Bnpl Partnerships Set to Drive Higher-Value Digital Transactions
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce
Foodservice E-Commerce
Travel E-Commerce
Mobility E-Commerce
Ticketed Entertainment E-Commerce
Streaming Services E-Commerce
Bill Payments E-Commerce

E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device
M-Commerce by Platform

E-COMMERCE (GOODS AND SERVICES) BY FULFILMENT MODEL

Retail E-Commerce: Delivery Vs Click-And-Collect
Retail E-Commerce: Third-Party Delivery
Consumer Foodservice E-Commerce: Delivery Vs Click-And-Collect
Consumer Foodservice E-Commerce: Third-Party Delivery

EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)
Livestreaming E-Commerce
Marketplace Retail E-Commerce
Direct-To-Consumer (Dtc) Retail E-Commerce

ECONOMIC CONTEXT

Chart 7 - Economic Context for Digital Shopper (E-Commerce Goods and Services)
Chart 8 - Real Gdp Growth 2020-2030
Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Digital Shopper (E-Commerce Goods and Services)
Chart 11 - Population 2020-2030
Chart 12 - Population by Generation 2025

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