



# Consumer Lifestyles in Indonesia

November 2022

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## CONSUMER LIFESTYLES IN INDONESIA

### Scope

Consumer landscape in Indonesia 2022

### Life priorities

Prioritising time for family remains more important than personal time

Work is a high priority for all generations, well above finding time for personal pursuits

Indonesian consumers value curated experiences and want to be seen to be doing well

Baby Boomers notably less interested than other cohorts in uniquely tailored experiences

Consumers like trying new products and services but will only buy from trusted brands

Millennials more likely than other cohorts to be actively engaged with brands

### Home life

Studying and working from home is more common among Indonesians than globally

Generation Z exercise at home less than other generations

Younger generations want minimalist design for their home spaces

### Eating habits

Millennials order food for home delivery more regularly than other cohorts do

Indonesians prefer health and nutritional benefits in foods over low prices

Veganism is more common among Baby Boomers than among other generations in Indonesia

Snacking is more popular at the weekend

Baby Boomers eat snacks less than other cohorts do

### Working life

To earn a high salary and have a good work-life balance are top work-related factors

Generation X have a stronger preference to work from home

High salaries are key but health and safety also critical for Gen Z

Indonesians have high expectations to be self-employed and start their own business

Gen Z highly focused on starting their own business and having more than one job

### Leisure habits

Baby Boomers do not socialise in person as much as other generations do

Days trips are the most regular leisure activity after shopping

Gen Z not as actively engaged in leisure activities as other cohorts are

All generations take regular domestic trips

Holidays with a family focus are more important to Indonesians than global average

Relaxation at destination more important to Gen Z

### Health and wellness

Women take a more active role in health-related activities

Indonesians have high interest in regular running/jogging for exercise

Generation Z engage in weekly exercise activities less than other generations do

Massage for stress reduction is more common than global average

Millennials and Gen X use massage to alleviate stress more than other cohorts do

### Sustainable living

Majority of Indonesians are trying to have a more positive impact on the environment

Climate change and environmental concerns are felt by all generations

Reducing the use of plastics is a top priority among all generations

Generation X is particularly focused on using more energy-efficient products

### Shopping habits

Quality is much more important for Indonesian consumers than quantity

Millennials have a higher preference for visiting shopping malls

Consumers rely on friends/family recommendations and independent consumer reviews

Gen Z are mostly influenced to purchase products and services by friends and family

A convenient location is important to Indonesian in-store shoppers

Gen X is more motivated to check out items in-store before buying them

Best prices, flexibility and free delivery are the biggest motivators to shop online

Younger generations are more motivated to shop online for best prices  
Spending habits  
Middle cohorts expect to increase their spending on education the most  
Baby Boomers less concerned than other cohorts about increasing their savings  
Technology  
Indonesians are less troubled than the global average by targeted ads online  
Gen X is more inclined to actively manage data sharing compared to other cohorts  
Higher rates of smartphone and desktop ownership than global average  
Smartwatches and fitness wearables are more popular among Millennials  
Higher rates of most online activities compared to global average  
Millennials most active video gamers

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