



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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