



Consumer Lifestyles in Indonesia

June 2025

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Consumer landscape in Indonesia 2025

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Personal traits and values

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Indonesians say that spiritual convictions play a crucial role in guiding their life's journey

Consumers in Indonesia prefer to seek out innovative products and services

Older generations anticipate a lower amount of work than their present workload

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Staying connected with loved ones most popular home activity

Consumers like engaging in personal interactions with friends

Energy efficiency: most desired home feature by older generations

Safe location: most desired external feature by older generations

Respondents desire safe destination when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Millennials are most active in monitoring what they eat

Younger generations are not skilled in the kitchen

Consumers in Indonesia cook or bake dishes themselves

Gen Z more likely to be vegetarian

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Working for company that prioritises employee health and safety remains top priority

Consumers desire a job that enables an equilibrium between work and personal life

Younger generations want to be given the option to work overseas

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Indonesians participate in walking or hiking

Physical activity remains popular stress-reduction activity among younger generations

Respondents think health and nutritional properties is the most influential product feature

Younger generations use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Indonesia try to embrace a minimalist lifestyle

Older generations don't mind buying inexpensive items that will not last for a long

Gen Z seeks niche brands that are hard-to-find or unique

Older generations say they try to repair items instead of purchasing new ones

Consumers often share/swap items or services

Millennials regularly follow or like companies' social media feeds or posts

Millennials most likely to buy items online

Indonesian consumers expect to increase spending on education the most

Millennials are comfortable with their current financial situation

Shopping and spending survey highlights

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