



Euromonitor
International

Consumer Values and Behaviour in Indonesia

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Scope

HIGHLIGHTS

Consumer values and behaviour in Indonesia

PERSONAL TRAITS AND VALUES

Consumers like to ensure health and safety measures are in place before they go out

Older generations believe society accepts their identity

Indonesians enjoy experimenting with novel goods and services

Younger generations prefer spending money on experiences over material items

Consumers in Indonesia foresee that their current level of happiness will improve

Gen X are looking forward to a brighter future

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to prepare dishes for themselves

Consumers in Indonesia say that someone else in household typically cooks for them

Millennials say that choosing to eat at a restaurant is a more hassle-free alternative

Indonesians look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to be self-employed

Consumers in Indonesia primarily desire to attain a lucrative wage

Indonesians maintain a clear separation between their professional and personal life

LEISURE

Indonesians prefer socialising with friends in person

Younger generations go shopping for leisure

Indonesians prioritise safe destination when travelling

Gen X expect safe destination options when travelling

HEALTH AND WELLNESS

Consumers in Indonesia engage in walking or hiking

Gen Z participate in other intensive physical activities

Indonesians are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Indonesians are concerned about climate change

Consumers actively engaged in adopting more sustainable behaviors

Indonesians motivated to use sustainable packaging

SHOPPING

Consumers in Indonesia express a preference for spending on premium items

Baby Boomers love exploring shopping malls

Indonesians strive to live a simple lifestyle

Gen X seeks products with easy to understand labeling

SPENDING

Consumers in Indonesia would like to increase spending on education

Millennials set to increase spending on education the most

Consumers can regularly save a part of their income

Older generations have enough money readily available to cover an unexpected emergency

Younger generations planning on increasing their savings in future

TECHNOLOGY

Consumers in Indonesia take an active role in controlling the sharing of data

Millennials prioritise cultivating a personal brand online

Consumers utilise platforms for communicating digitally

Younger generations regularly access their bank account or use banking services

Younger generations frequently provide reviews for brands

Indonesians show support for companies by following their social media updates

Younger generations share or retweet products

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