



# Retail E-Commerce in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued strong growth driven by increase in internet users and accessibility  
Live streaming feature and new collaborations support another strong performance from Shopee and Tokopedia  
Shopee retains its lead through innovation in features, as well as improving transaction quality

PROSPECTS AND OPPORTUNITIES

Value sales to grow supported by increase in internet penetration  
Higher value sales contribution from live streaming, while TikTok expands further  
The use of AI technology will boost value sales in the forecast period

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Retail in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: Resilient growth amidst a challenging operating environment  
Outlet numbers stagnate in Indonesian retail  
Different strategies offered by grocery retailers and non-grocery retailers  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Eid al-Fitr/Lebaran
- School holidays
- Harbolnas (national online shopping day)
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