



Euromonitor
International

Indonesia: Consumer Profile

November 2024

Table of Contents

INTRODUCTION

Scope

Key findings

Key drivers affecting consumers in Indonesia in 2023

How developments today shape consumer of tomorrow

POPULATION AND SOCIETY

Today 2023: Generation Z leads as Indonesia's population grows amidst urbanisation

Indonesia's youthful population drives growth amid diverse cultural influences

Rising health risks as Indonesian consumers focus on wellness

Tomorrow 2040: Future shaped by a increasing youth population and longer life expectancy

Population growth and the rising influence of Generation Alpha in Indonesia

Urbanisation to accelerate as Jakarta emerges as the dominant megacity

Opportunities for growth

Case study: Tokopedia expands MSME empowerment through partnership with TikTok

HOUSEHOLDS AND HOMES

Today 2023: Diverse household sizes, and over three persons in a household on average

Couples with children remain leading household type, but single-person households rising

Rising housing prices in Indonesia highlight demand for safe and minimalist homes

Tomorrow 2040: Household structures set to evolve, with couples without children rising

Households in Indonesia are ageing and predominantly led by males by 2040

Digital adoption accelerates across households with nearly universal internet access by 2040

Opportunities for growth

Case study: Polytron enhances smart home efficiency for Indonesian households

INCOME AND EXPENDITURE

Today 2023: Strong economic growth supported by growing middle class

Moderate inflation impacts overall spending of consumers

Baby Boomers lead in financial confidence and planned increased spending on experiences

Tomorrow 2040: Disposable income growth and rising middle class

Technologically adept youth will see the most rapid increase in their incomes

Jakarta remains the hub of consumer expenditure among Indonesians

Opportunities for growth

Case study: GoPay responding to Indonesia's growing middle class

LIFESTYLES

Key findings: Consumer survey

Baby Boomers focus on high-quality and environmentally friendly household essentials

Consumers focus on bargain-hunting, while showing a growing preference for quality

Environmental consciousness rises as Indonesians takes action against plastic use

High financial confidence among consumers, with Millennials leading in savings

Work-life balance and reskilling are top priorities for Indonesian workers

Opportunities for growth

LIFESTYLES

Case study: Stilt Studios' high-quality, minimalist homes

CONCLUSION

Key findings

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/indonesia-consumer-profile/report.