

# **Digital Shopper in Indonesia**

April 2025

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### EXECUTIVE SUMMARY

Digital Shopper in 2024: The big picture Temu ban in Indonesia restricts local access to cross-border e-commerce GoTo Al initiative drives Al development and implementation in GoTo ecosystem What is next for digital shopper?

# 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 Consumer Foodservice E-Commerce: Delivery vs Click-and-Collect

#### EMERGING BUSINESS MODELS

Social Commerce (S-Commerce) Livestreaming E-Commerce Voice Platform E-Commerce Marketplace Retail E-Commerce Direct-to-Consumer (DTC) Retail E-Commerce

#### DISCLAIMER

SOURCES

Summary 1 - Research Sources

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