

Consumer Insights Survey 2021

The Global Consumer: Changed for Good

The three top shopping attributes for Indonesian consumers when shopping online vs in-store:

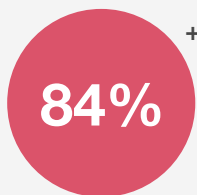


- 47%** Fast/reliable delivery
- 36%** In-stock availability of items I want
- 34%** A good returns policy

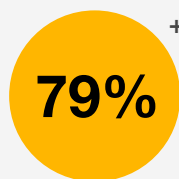


- 43%** Increased health and safety measures
- 42%** Product range
- 39%** Ability to quickly and conveniently navigate the store to find products I'm interested

In 2021, Indonesian consumers are more aware of and increasingly choose to shop with local independent businesses.



Shopping more with discount retailers



Actively doing more to support local independent businesses



45%

of Indonesian consumers have interacted with a healthcare professional from home.



86%

of Indonesian consumers consciously shop for products with **eco-friendly** packaging or less packaging, especially by **millennials**.

Price continues to be the key reason Indonesian consumers choose to shop online.

However **quality** is often the main driver among Indonesian consumers to shop in-store.





44%*

Lack of sustainability options is one of the hurdles for consumers to become sustainable shoppers.

*SEAC respondents

A high proportion of Indonesian consumers are expecting to spend the same or more on various spending categories.

Groceries
87%



Health & Beauty
85%



Fashion
84%



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