An Indonesian Perspective: Before and After the COVID-19 Outbreak

Before the COVID-19 Outbreak

- Mobile outpaces in-store as the most popular channel for frequent shopping.
- The in-store channel continues to be the key mode for weekly/monthly purchases in Indonesia.
- Greenspace/outdoors, transport infrastructure & safety and security are features requiring most improvement from Indonesia consumers’ perspective.

After the COVID-19 Outbreak

- 68% of Indonesian consumers are open to sharing their personal consumer data if it helps to improve their city which is far greater compared to 49% globally.
- 65% of Indonesian consumers experience decrease in household income.
- 64% of Indonesian consumers are optimistic about the future and will spend more of their household income.
- After the COVID-19 outbreak, top five spending increases of Indonesian consumers are:
  - Health products: 77%
  - Grocery: 67%
  - Entertainment and media: 54%
  - Food pick up/delivery: 47%
  - DIY/home improvement/gardening: 32%
- 91% of Indonesia consumers focus more on mental health and wellbeing as a result of the COVID-19 situation.

Before & After the COVID-19 Outbreak

After the COVID-19 outbreak, **employment**, **affordability** and **safety** are the most important features of a city for Indonesian consumers. Meanwhile, **transportation infrastructure**, **employment** and **education** take the top three important features before the pandemic.
PwC Indonesia Contacts

Peter Hohtoulas
Advisor
peter.hohtoulas@pwc.com

Ay Tjing Phan
Partner
ay.tjing.phan@pwc.com

Pieter van de Mheen
Advisor
pieter.van.de.mheen@pwc.com

Ely Kwan
Director
ely.kwan@pwc.com

Subianto
Partner
subianto.subianto@pwc.com

PwC Indonesia
WTC 3
Jl. Jend. Sudirman Kav. 29-31
Jakarta 12920 - Indonesia
T: +62 21 50992901 / 31192901
F: +62 21 52905555 / 52905050

Pakuwon Center
Tunjungan Plaza 5, 22nd Floor, Unit 05
Jl. Embong Malang No. 1, 3, 5
Surabaya 60261 - Indonesia
T: +62 31 99245759

pwc.com/id

This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

PwC Indonesia is comprised of KAP Tanudiredja, Wibisana, Rintis & Rekan, PT PricewaterhouseCoopers Indonesia Advisory, PT Prima Wahana Caraka, PT PricewaterhouseCoopers Consulting Indonesia, and Melli Darsa & Co., Advocates & Legal Consultants, each of which is a separate legal entity and all of which together constitute the Indonesian member firm of the PwC global network, which is collectively referred to as PwC Indonesia.

© 2020 PwC. All rights reserved. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see http://www.pwc.com/structure for further details.