



Consumer Insights Survey 2020

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.



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.

After the COVID-19 Outbreak



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%

67%	Grocery
54%	Entertainment and media
47%	Food pick up/delivery
32%	DIY/home improvement/gardening



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 Tjhing Phan
Partner

ay.tjhing.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.