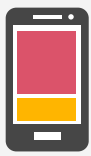


The three top shopping attributes for Indonesian consumers when shopping online vs in-store:

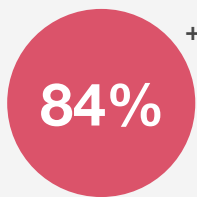


- 47% Fast/reliable delivery
- 36% In-stock availability of items I want
- 34% A good returns policy

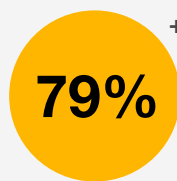


- 43% Increased health and safety measures
- 42% Product range
- 39% Ability to quickly and conveniently navigate the store to find products I'm interested

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%



PwC Indonesia Contacts



Peter Hohtoulas
Advisor

peter.hohtoulas@pwc.com



Ely Kwan
Partner

ely.kwan@pwc.com



Pieter van de Mheen
Advisor

pieter.van.de.mheen@pwc.com



Ay Tjhing Phan
Partner

ay.tjhing.phan@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.

© 2021 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.