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.

- **84%** Shopping more with discount retailers
- **79%** 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.
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

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