

Megatrends in Indonesia

October 2023

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The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Legit Group set to scale up its cloud kitchen business

Tech is being used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

- Indonesians want to see things before buying
- Lack of time to cook is driving the food delivery category
- Digital living
- Tokopedia enhances e-commerce offering with subscription plan
- Millennials make the greatest use of tech
- Most consumers are protective of their personal data
- Gen Z prefer to stay anonymous online
- Consumer reviews are the most trusted information source
- Consumers expect more face-to-face activity post-pandemic
- Diversity and inclusion
- Starbucks Indonesia opens its first signing store staffed by the deaf and hard of hearing
- Indonesians show strong support for charitable causes
- Most people feel comfortable expressing their identity
- Brand trust is important to shoppers
- Experience more
- Realme opens new experience store as part of its omnichannel strategy
- Indonesians enjoy socialising both online and offline
- Safety and nature are the key priorities when travelling
- Consumers are still more likely to enjoy real world than online experiences Personalisation
- TikTok launches personalised subscription-only music streaming service
- Younger generations are the most enthusiastic about virtual activities
- Most Indonesians enjoy tailored experiences
- Premiumisation
- Bakery-cafés flourish on the back of expanding urban middle class consumer base
- Most Indonesians desire a simpler lifestyle
- Millennials are the most confident in their long-term investments
- Health, quality and comfort are prized attributes
- Pursuit of value
- GoTo promotes financial inclusion by making GoPay app accessible to unbanked consumers
- Most Indonesians lead a minimalist lifestyle
- Shoppers are worried about the rising cost of living
- Indonesians are embracing the circular economy
- Consumers seek ways to make their money go further
- Shopper reinvented
- Quick-commerce platform Astro scales up and increases private label range
- Indonesians enjoy the shopping experience
- S-commerce gains traction as part of the omnichannel experience
- Young people interact most with brands online
- Sustainable living
- The World Bank supports efforts to improve urban mobility in Indonesia
- Indonesians want to make positive differences
- Mindful consumption is on the rise
- Reducing plastics use is top of mind for eco-conscious consumers

Wellness

Halodoc enhances healthcare accessibility for millions of Indonesians Massage remains the principal antidote to stress Indonesians take a keen interest in healthy eating Consumers remain wary of health and safety in post-pandemic era Leverage the power of megatrends to shape your strategy today

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