



ONLINE SHOPPING

FEB
2025

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



INDONESIA

ACCOUNT WITH A
FINANCIAL INSTITUTION



50.5%

FEMALE

51.7%

MALE

49.3%



CREDIT CARD
OWNERSHIP



1.6%

FEMALE

2.1%

MALE

1.1%



DEBIT CARD
OWNERSHIP



35.1%

FEMALE

36.5%

MALE

33.7%



MOBILE MONEY ACCOUNT
(E.G. MPESA, GCASH)



9.3%

FEMALE

9.9%

MALE

8.7%

MADE A DIGITAL
PAYMENT (PAST YEAR)



29.1%

FEMALE

29.0%

MALE

29.2%



MADE A PURCHASE USING A MOBILE
PHONE OR THE INTERNET (PAST YEAR)



18.2%

FEMALE

21.5%

MALE

14.8%



USED A MOBILE PHONE OR THE
INTERNET TO SEND MONEY (PAST YEAR)



8.1%

FEMALE

7.5%

MALE

8.8%



USED A MOBILE PHONE OR THE
INTERNET TO PAY BILLS (PAST YEAR)



7.7%

FEMALE

7.8%

MALE

7.6%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT REALITIES. PERCENTAGES ARE OF PEOPLE AGED 15+ AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE "OVER-THE-TOP" MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY. **COMPARABILITY:** DECIMAL ACCURACY OF SOURCE DATA MAY RESULT IN MINOR ROUNDING DIFFERENCES (±0.1%) COMPARED WITH VALUES PUBLISHED ON THE WORLD BANK'S ONLINE DATA PORTAL.

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WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

58.0%

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

34.4%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

11.2%

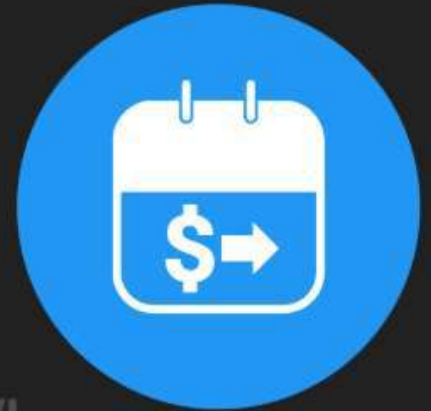
USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

14.3%

USED A BUY NOW,
PAY LATER SERVICE



37.9%

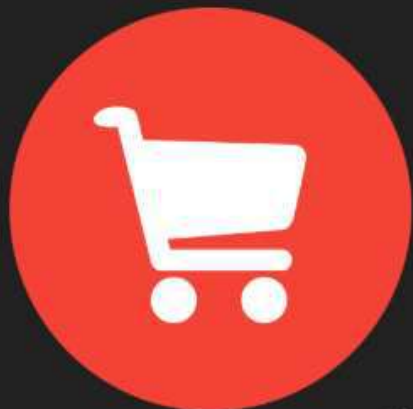
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OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



65.7
MILLION

YEAR-ON-YEAR CHANGE
+12.0% (+7.0 MILLION)

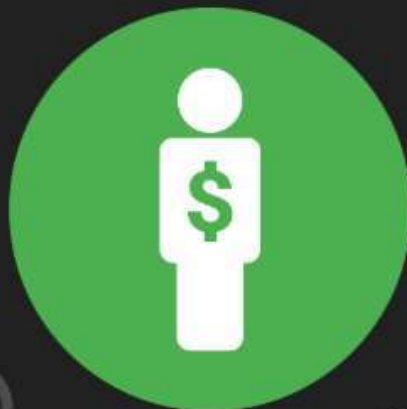
ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2024)



\$50.2
BILLION

YEAR-ON-YEAR CHANGE
+11.3% (+\$5.1 BILLION)

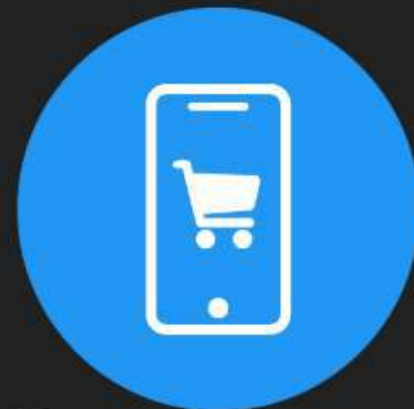
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
SHOPPER (USD, 2024)



\$765

YEAR-ON-YEAR CHANGE
-0.6% (-\$5)

SHARE OF 2024 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



67.5%

YEAR-ON-YEAR CHANGE
+0.1% (+8 BPS)

2024 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



9.9%

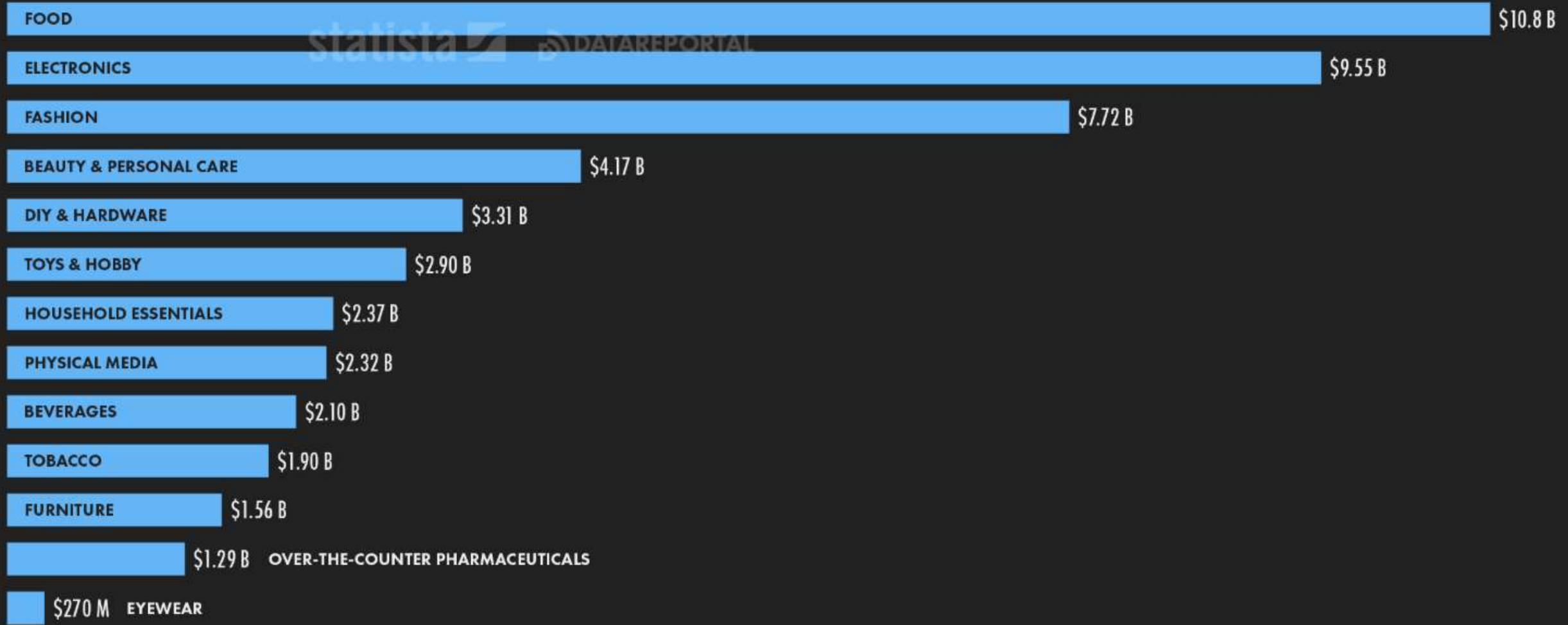
YEAR-ON-YEAR CHANGE
+4.4% (+42 BPS)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE **RELATIVE**. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE **ABSOLUTE CHANGE**. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

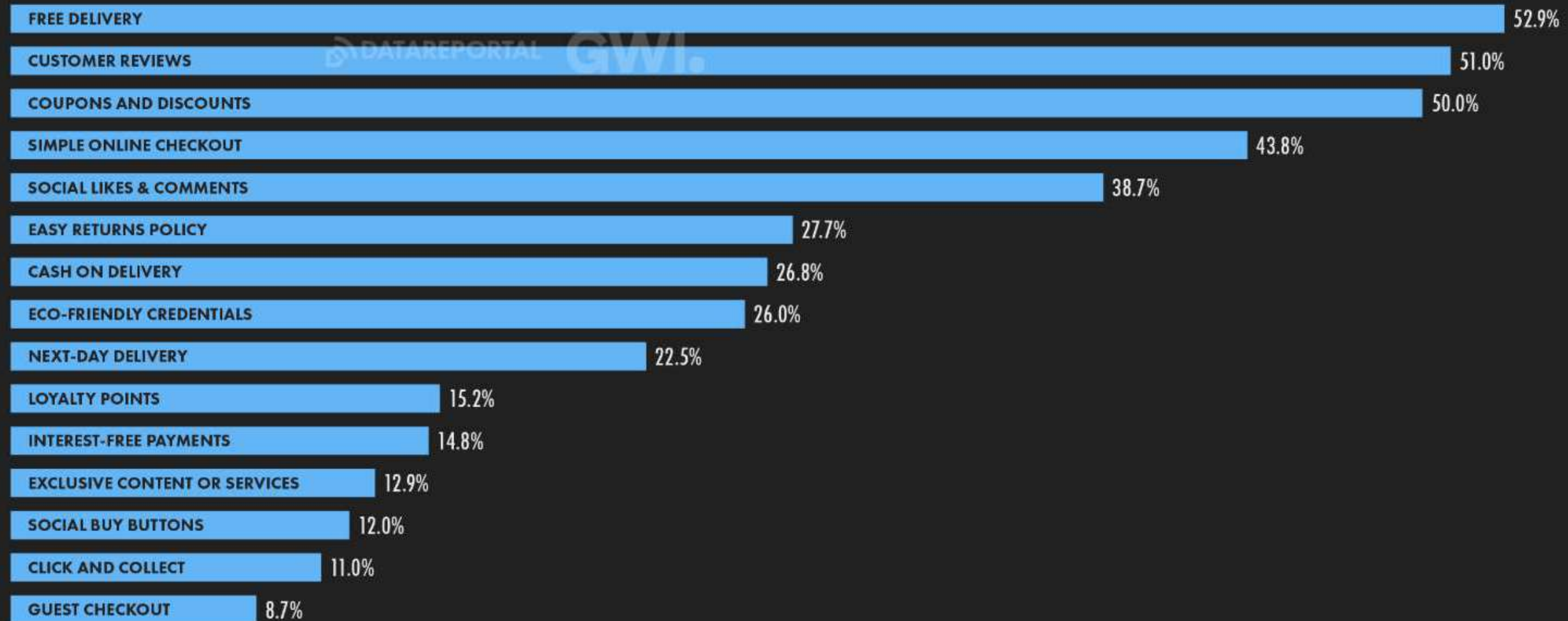
we
are
social

Meltwater

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ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



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TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	SAMSUNG	100
02	HP	86
03	IPHONE	54
04	OPPO	45
05	REDMI	39
06	VIVO	32
07	LAPTOP	28
08	INFINIX	27
09	VARIO	24
10	TRANSLATE	24

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	REALME	22
12	SHOPEE	19
13	NIKE	19
14	POCO	18
15	XIAOMI	17
16	VAPE	14
17	GOOGLE	14
18	POD	14
19	SUNSCREEN	13
20	HP SAMSUNG	12

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



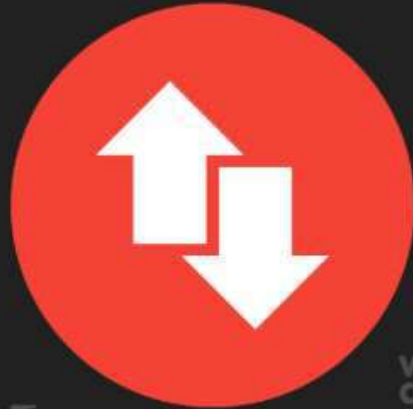
NUMBER OF PEOPLE
ORDERING GROCERIES
VIA ONLINE PLATFORMS



statista

58.4
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
BUYING GROCERIES ONLINE



we
are
social

+11.8%
+6.18 MILLION

TOTAL ANNUAL VALUE
OF ONLINE GROCERY
ORDERS (USD, 2024)



Meltwater

\$13.4
BILLION

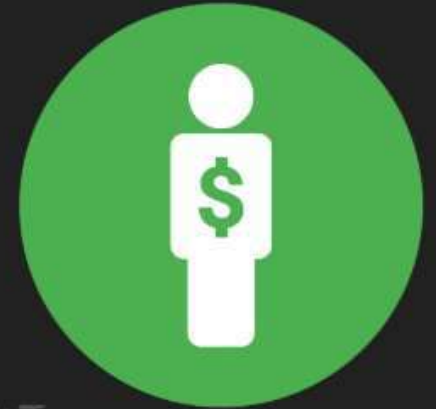
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
GROCERY ORDERS



statista

+34.0%
+\$3.40 BILLION

AVERAGE ANNUAL SPEND
PER USER: ONLINE GROCERY
ORDERS (USD, 2024)



\$230

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)



FLIGHTS



**\$6.38
BILLION**

YEAR-ON-YEAR CHANGE
+10.7% (+\$617 MILLION)

statista

TRAINS



**\$108
MILLION**

YEAR-ON-YEAR CHANGE
+8.0% (+\$8.0 MILLION)



CAR RENTALS



**\$414
MILLION**

YEAR-ON-YEAR CHANGE
+15.0% (+\$54 MILLION)

statista

LONG-DISTANCE BUSES



**\$108
MILLION**

YEAR-ON-YEAR CHANGE
+8.0% (+\$8.0 MILLION)

HOTELS



**\$3.17
BILLION**

YEAR-ON-YEAR CHANGE
+15.1% (+\$415 MILLION)



PACKAGE HOLIDAYS



**\$1.76
BILLION**

YEAR-ON-YEAR CHANGE
+18.5% (+\$274 MILLION)

statista

VACATION RENTALS



**\$374
MILLION**

YEAR-ON-YEAR CHANGE
+19.6% (+\$61 MILLION)



CRUISES



**\$4.09
MILLION**

YEAR-ON-YEAR CHANGE
+16.9% (+\$591 THOUSAND)

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2025

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

88.3
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



we
are
social

+6.4%
+5.31 MILLION

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



Meltwater

\$3.51
BILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



statista

+7.3%
+\$240 MILLION

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



\$39.72

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.