

Local Product Shopping Behavior in Indonesia

2025 Jakpat Survey Report



Forewords

Local products* in Indonesia are experiencing remarkable growth and showing a bright outlook. In recent national shopping events, they dominated sales with 52% of total transactions, reaching IDR 16.1 trillion in value and marking a 31% year-on-year increase**. With this positive momentum, local products are poised to strengthen their position and continue growing in the years ahead.

Jakpat conducted a survey to find out the local product trends in 2025. The report, which involved 1394 respondents, also describes respondents' behavior on purchasing local products, including the types and brands.

*Goods or services that are created, owned, and marketed by businesses within a specific country or region.

**<https://indonesia.go.id/kategori/editorial/8889/konsumsi-masyarakat-masih-tinggi-produk-lokal-paling-laku-di-harbolnas>



Research highlights

95% overall prefer local brands, with women and Millennials showing a slightly stronger tendency.

3 out of 5 people have been using local products for over 3 years.

E-commerce is the most common place to buy local products, especially among women.

Promotions and discounts on local products strongly attract Gen Z and Gen X buyers.

Most people use local food and beverage products, with Indomie as the most popular brand.

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20	Sports nutrition is consumed by nearly half of the respondents



Research details

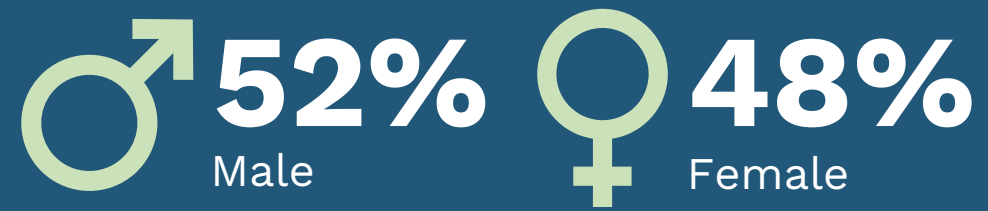
Data collection

- The survey was distributed to a total of **1394 respondents**
- The data were collected from **24th-25th of July 2025**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned by **Indonesian internet population**

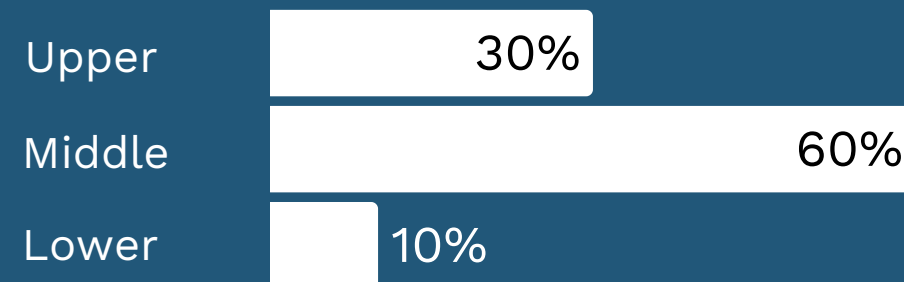
Research objective

- To understand consumer behavior toward local products
- To identify the most commonly used types and brands of local products

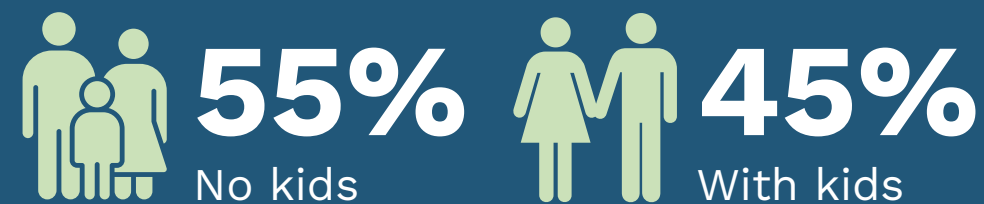
Gender



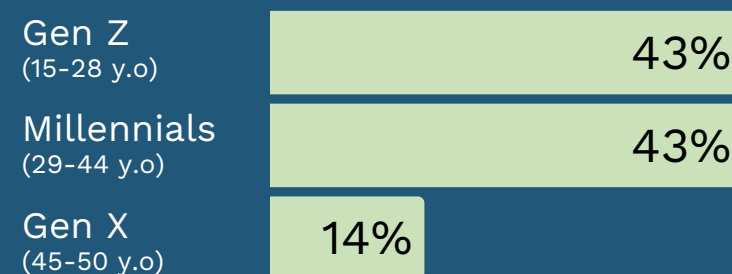
SES



Parental status



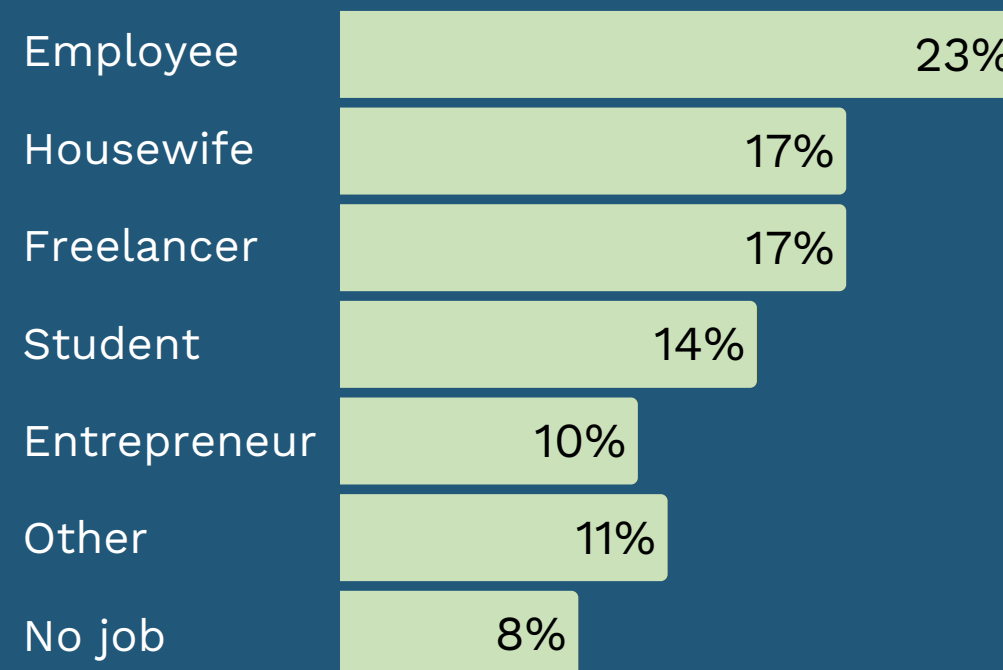
Age cohort



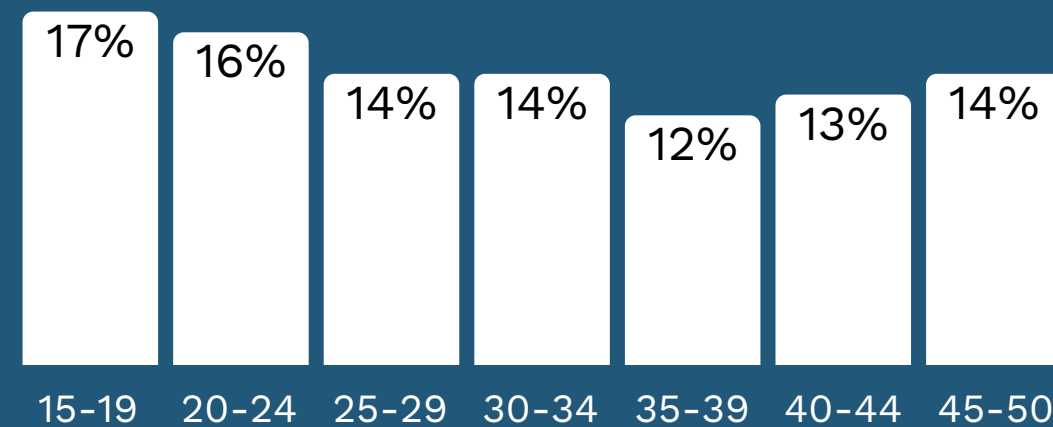
Demographic profile

n= 1394 respondents

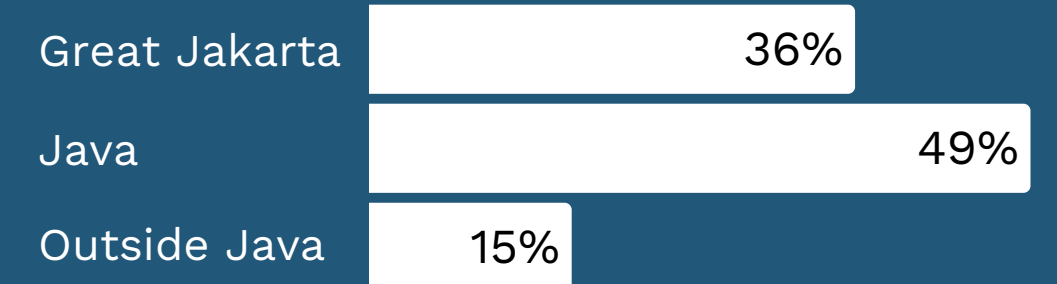
Occupation



Age group



Area*



*Area:

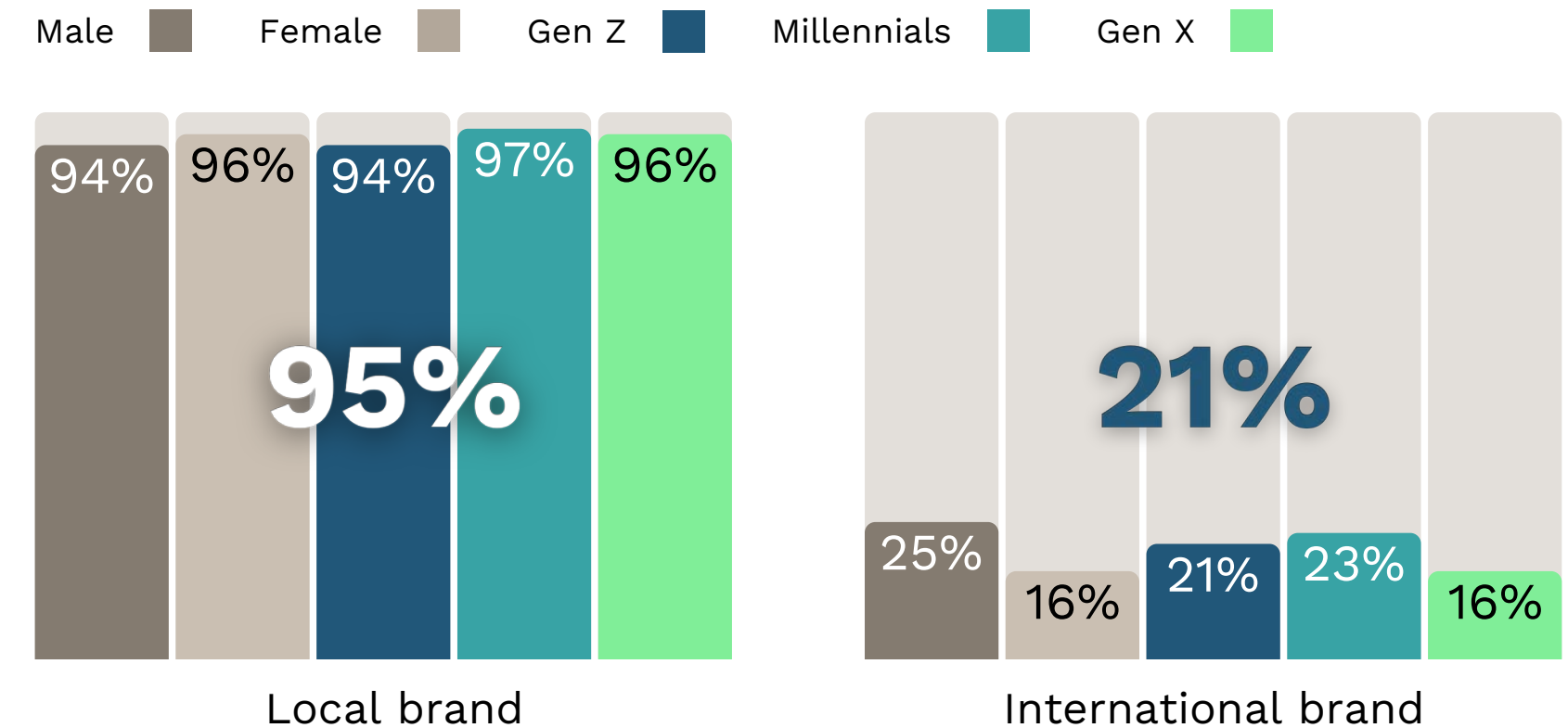
- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (except Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java: Big cities outside Java: Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.



Local brands are overwhelmingly favored

n= 1394 respondents

Preference of purchasing products

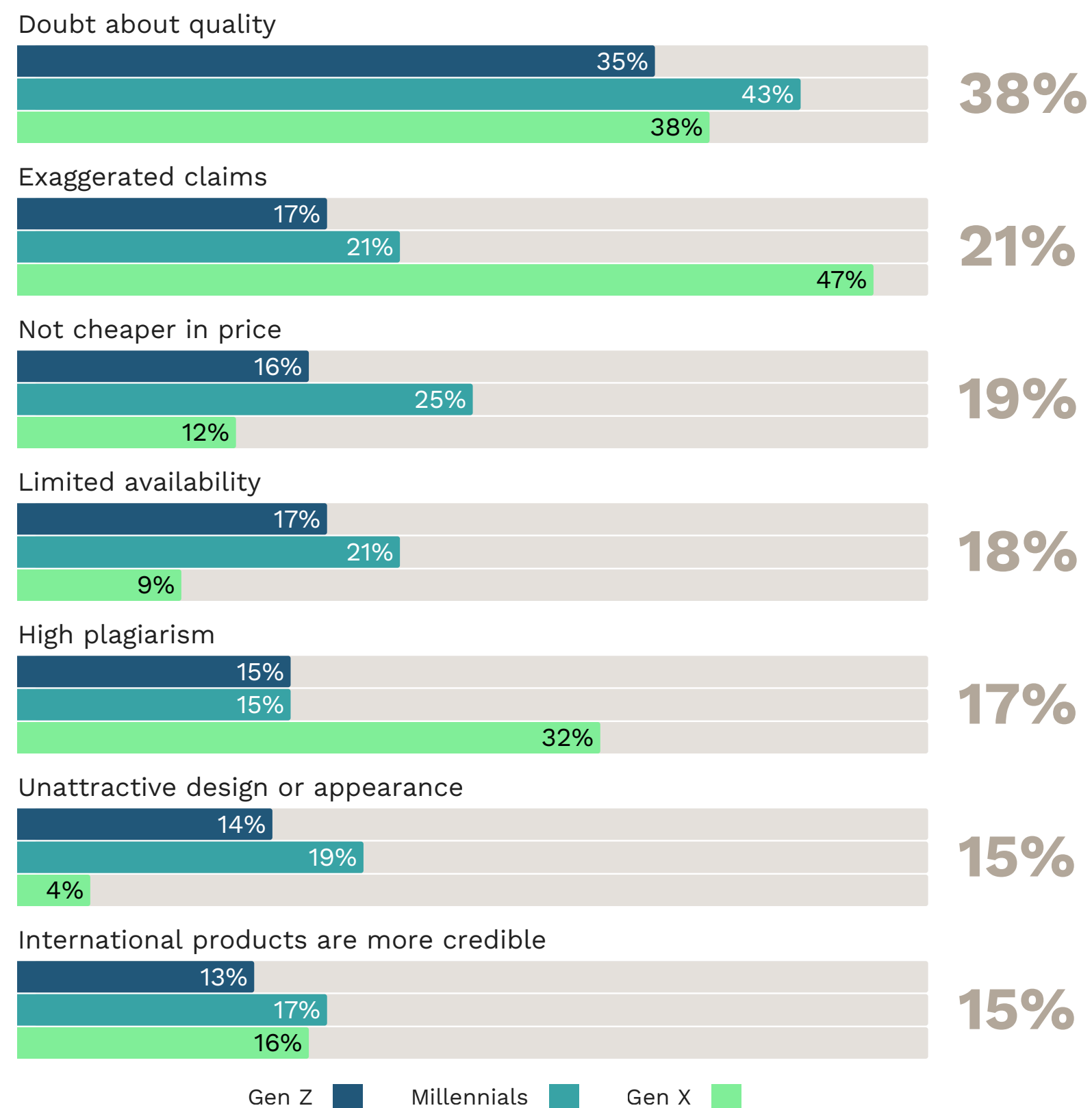


95% overall prefer local brands, with consistently high preference across all demographics. Women and Millennials show a slightly stronger tendency for local labels.



4 out of 5 people plan to purchase local products in the future

Reasons to not use local products

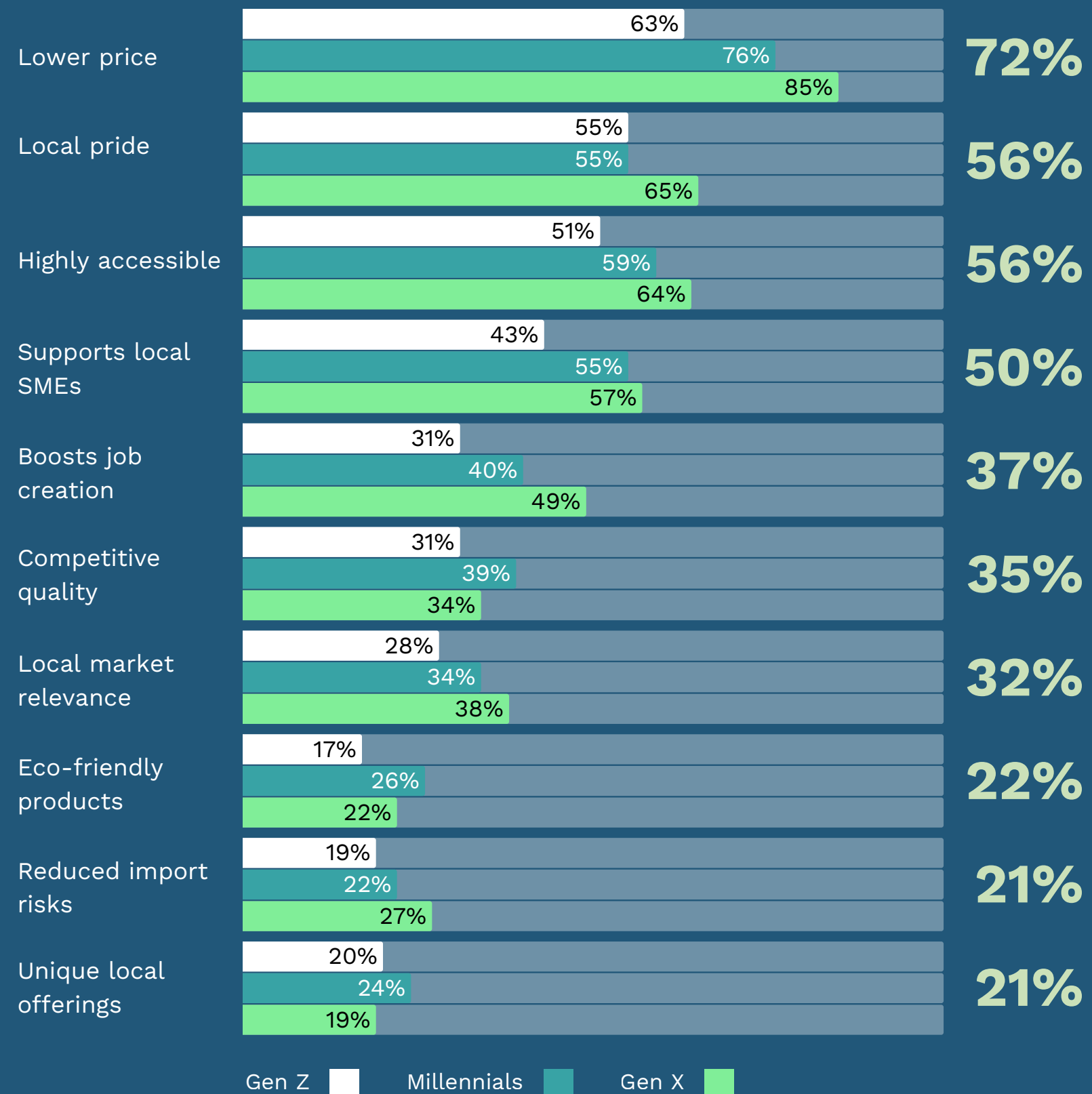


2 out of 5 avoid local products over quality concerns

n= 321 respondents who have never used or might try local products

Concerns about the quality of the product are the top barrier across all generations, particularly among Millennials. Gen X stands out with higher sensitivity to exaggerated claims and a lack of originality. Overall, trust and perceived authenticity remain key challenges for local products.

Reasons of using local products



Above 70% purchase local products for the lower price

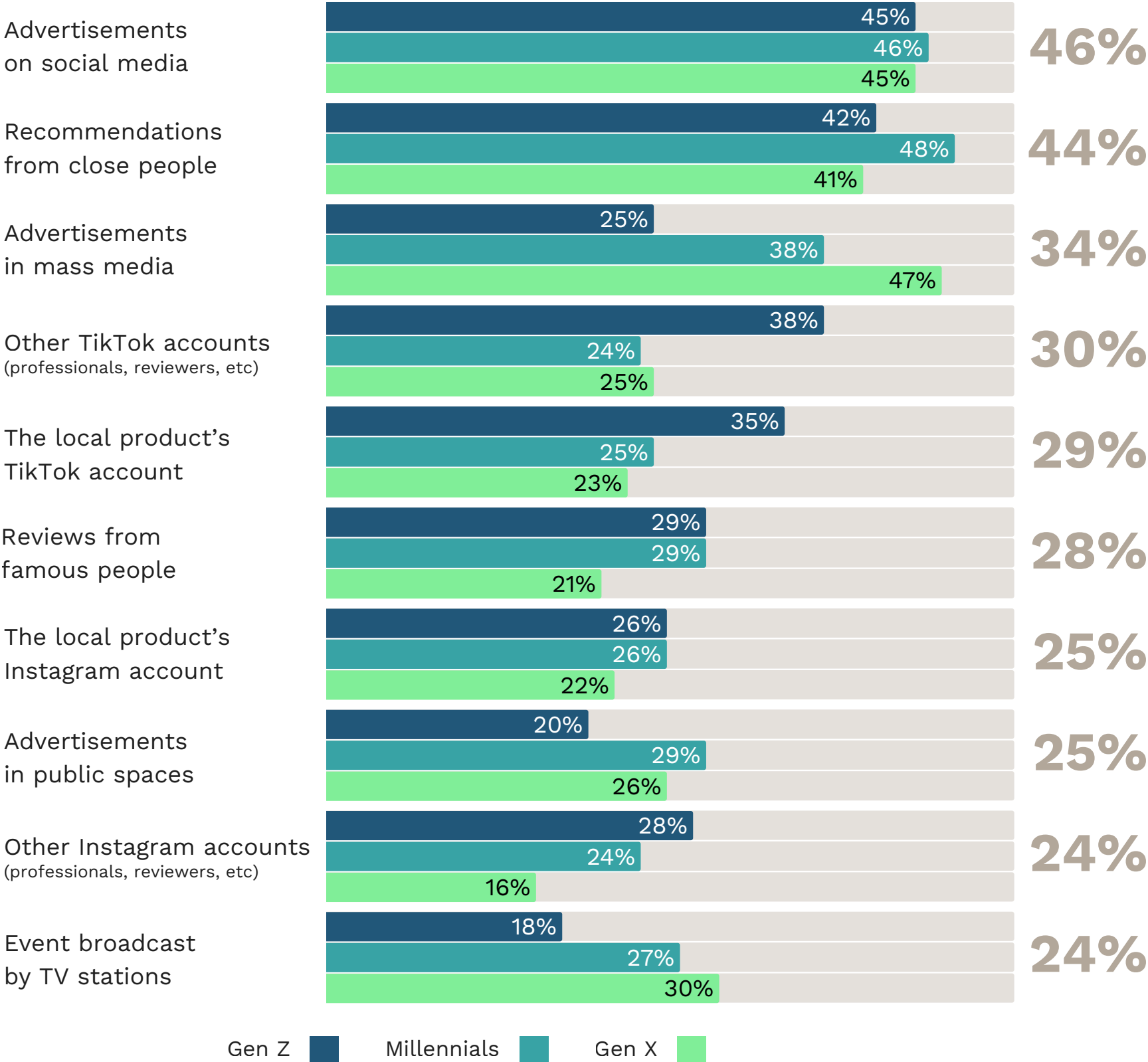
n= 1326 local product consumers

Affordability is the top reason people choose local products, especially among Gen X. Emotional and practical factors also have an impact, such as pride in domestic products and ease of access.



3 out of 5 people have been using local products for over 3 years

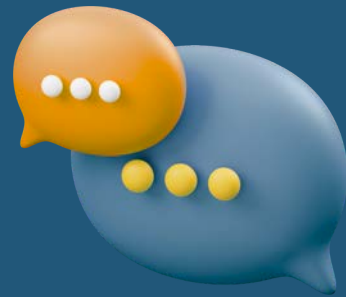
Sources of information about local products



Most respondents know local products from online ads

n= 1326 local product consumers

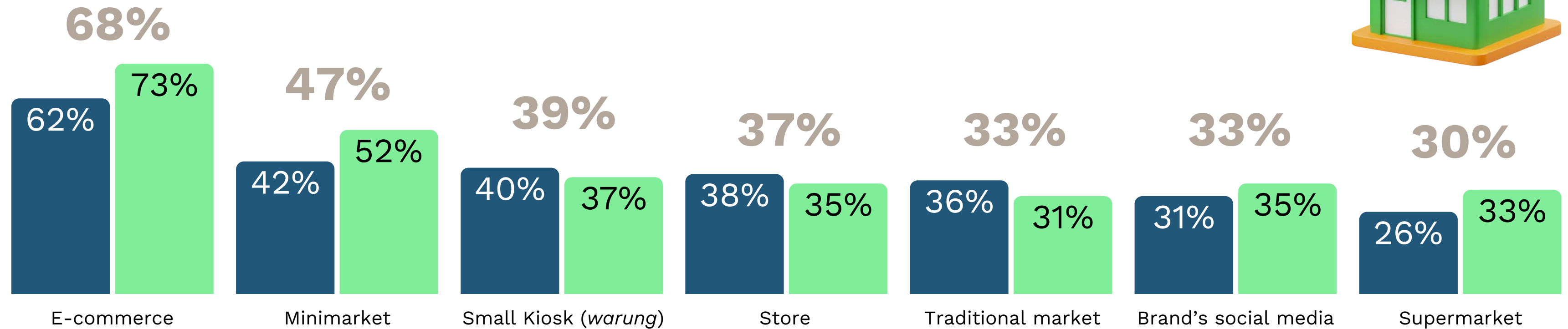
Social media ads are the top source of information about local products. Gen Z relies more on TikTok accounts and influencers, while Gen X prefers mass media like TV, newspapers, or online news.



Half of Millennials learn about local products through word-of-mouth

Place to purchase local products

Male ■ Female ■



E-commerce leads for local product purchases

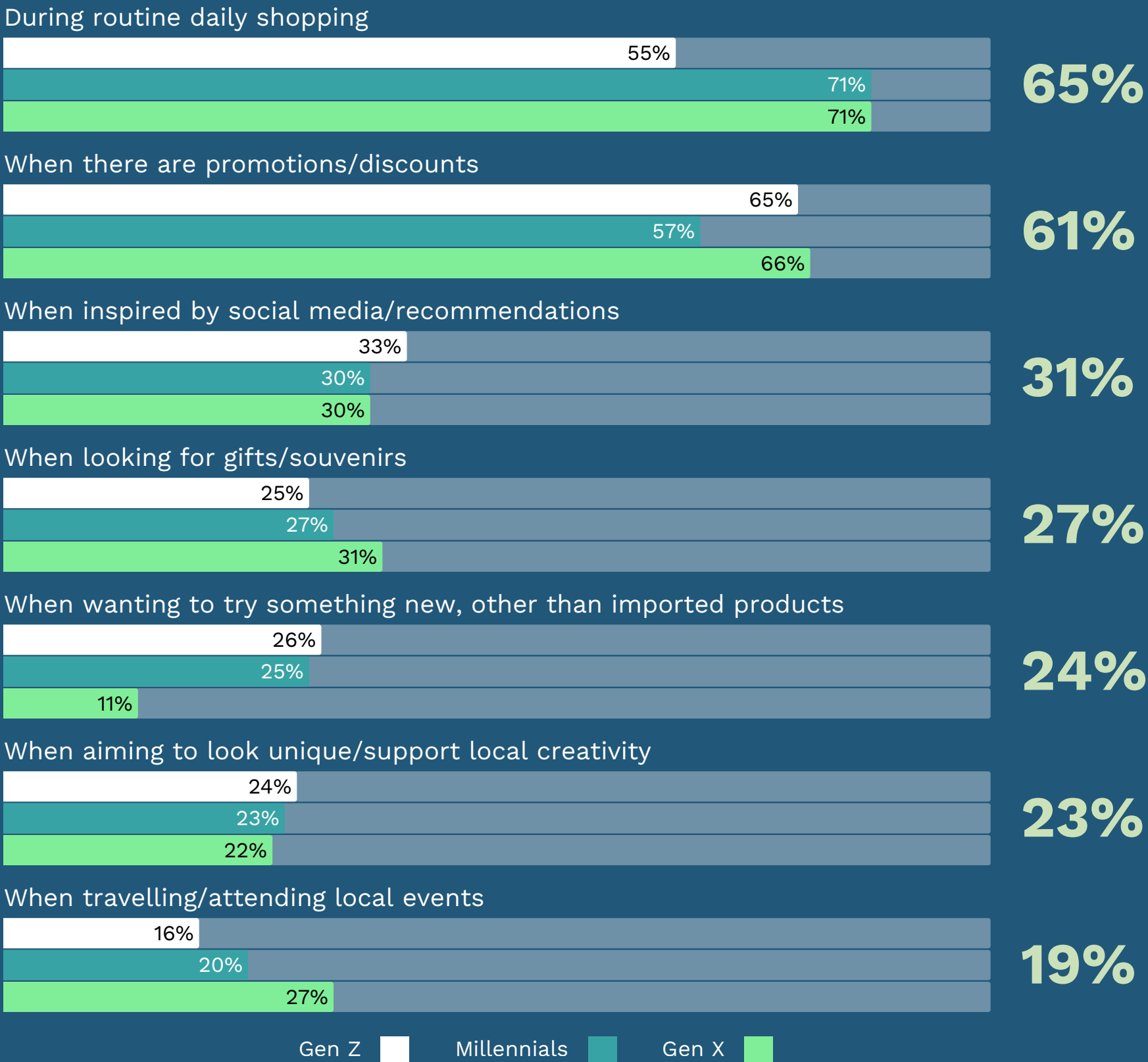
n= 1326 local product consumers

E-commerce is the most common place to buy local products, especially among women. Minimarkets also play a significant role, used by nearly half of all respondents. This reflects a hybrid shopping habit, combining digital ease with physical convenience.

2 out of 5 men purchase local products at the small kiosk (*warung*)



Occasions for purchasing local products



One-third of Gen Z purchase local products when influenced by their surroundings

n= 1326 local product consumers

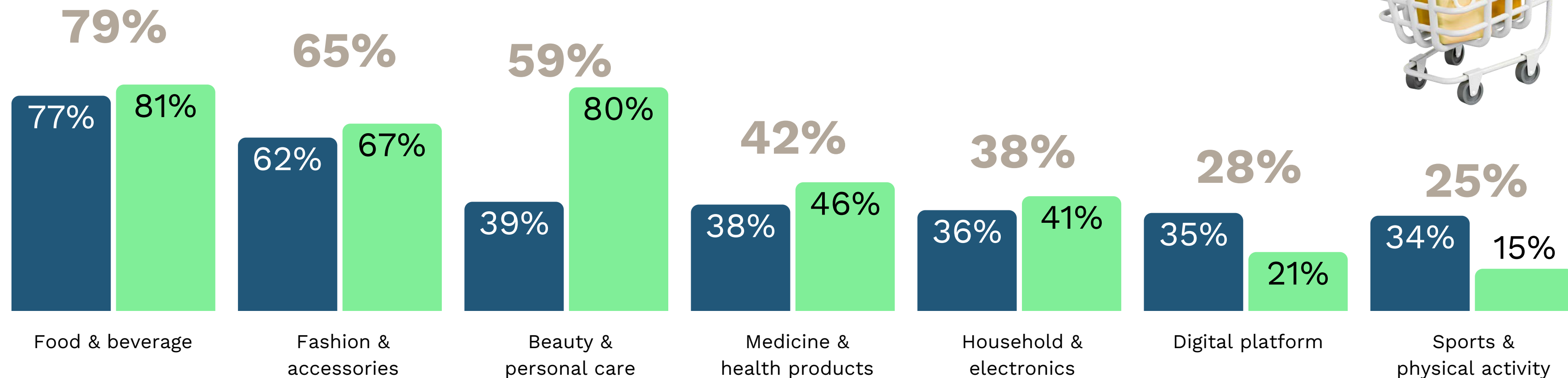
Local products are mostly purchased during **routine daily shopping**, especially by Millennials and Gen X. Promotions and discounts strongly attract Gen Z and Gen X buyers.



3 out of 10 Gen X purchase local products as gifts

Local products purchased in the last 6 months

Male ■ Female ■



4 out of 5 women use local beauty & personal care items

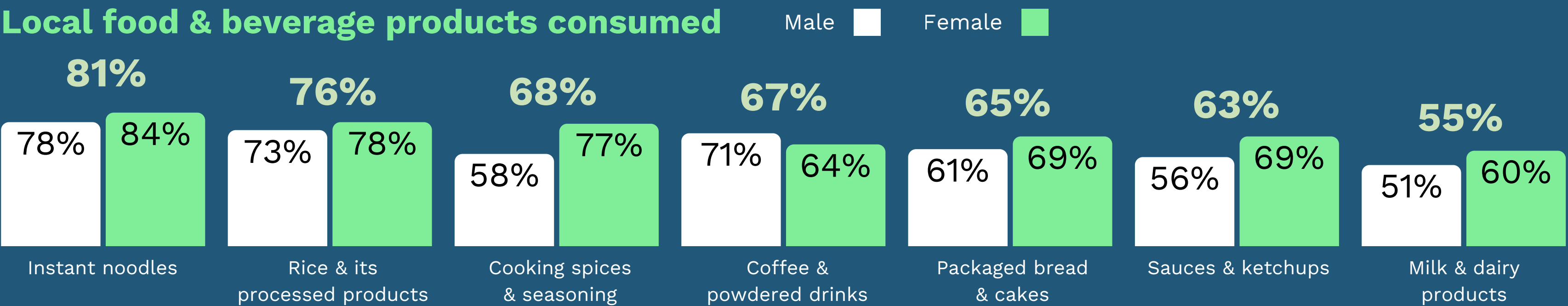
n= 1326 local product users

Most people use local food and beverage products, followed by fashion and accessories. Women dominate in beauty and personal care usage, while men lead in digital services and sports-related products. These patterns show how local product preferences differ significantly by gender.

Over 80% of respondents consume local noodles

n= 1049 consumers of local food & beverage products

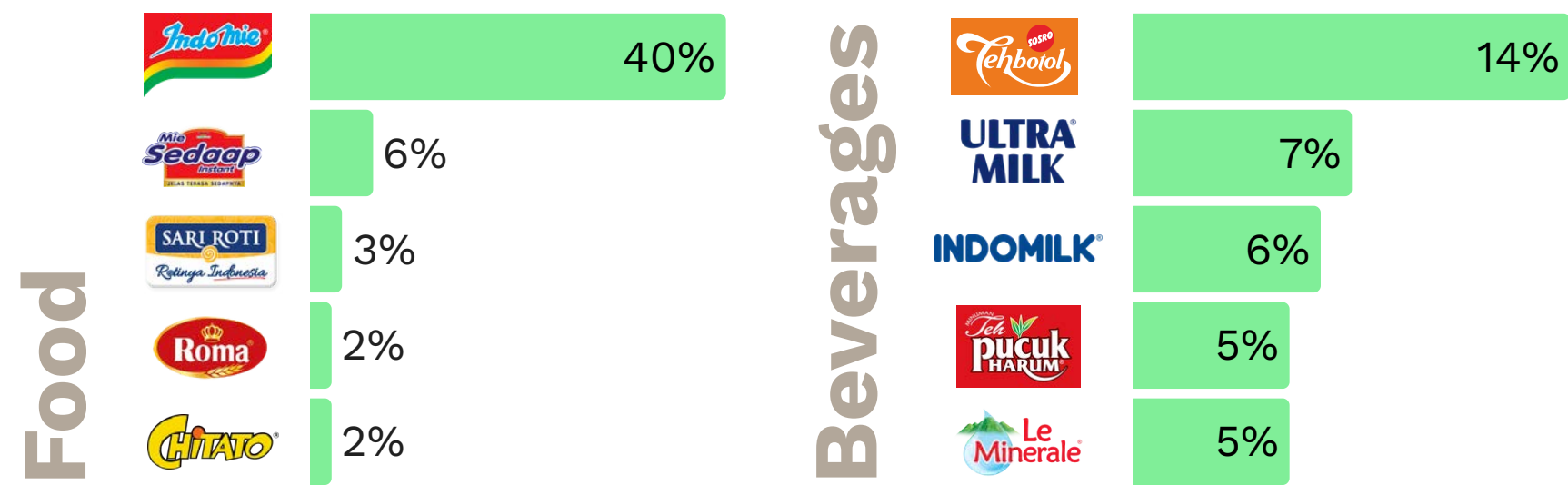
Local food & beverage products consumed



Instant noodles are the most commonly consumed local food product, with Indomie as the most popular brand. Women lead in most categories, especially cooking spices and sauces, while men drink more coffee.

40% of people spend IDR 20-50K per local food & beverage item

Top 5 local food & beverage brands

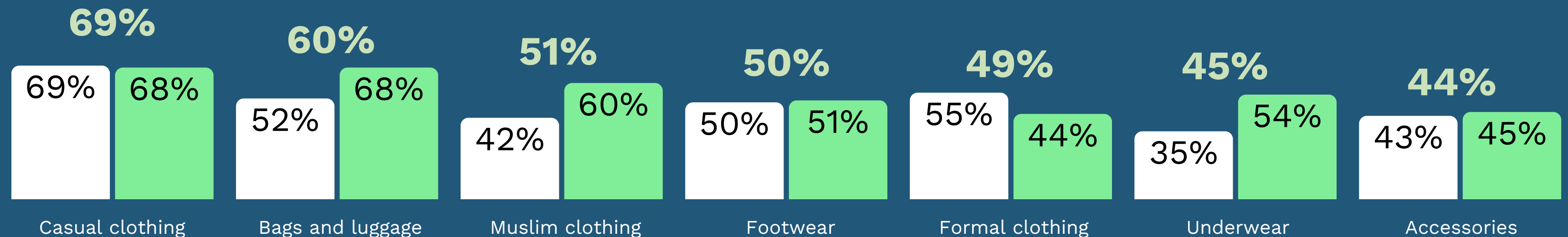


3 out of 5 women purchase Muslim clothing from local brands

n= 856 consumers of local fashion products

Local fashion products used

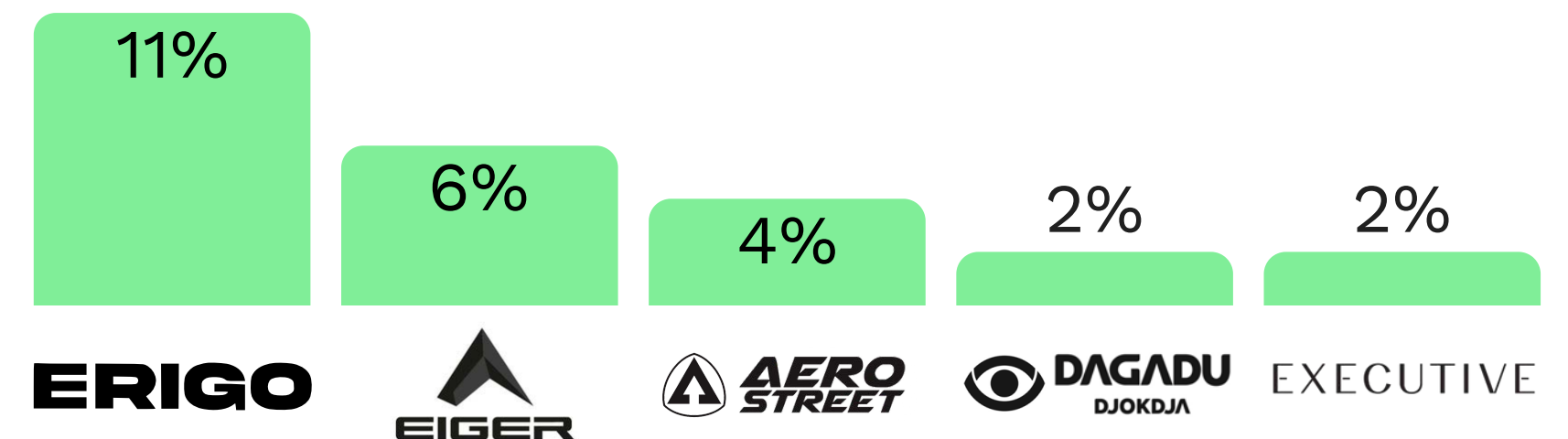
Male Female



Men and women show different preferences in local fashion and accessories. Women show higher usage of bags, Muslim clothing, and underwear. Men lean more toward formal clothing. 1 out of 10 respondents use Erigo as their local favorite brand.

37% of respondents purchase a local fashion item priced at IDR 150–300K

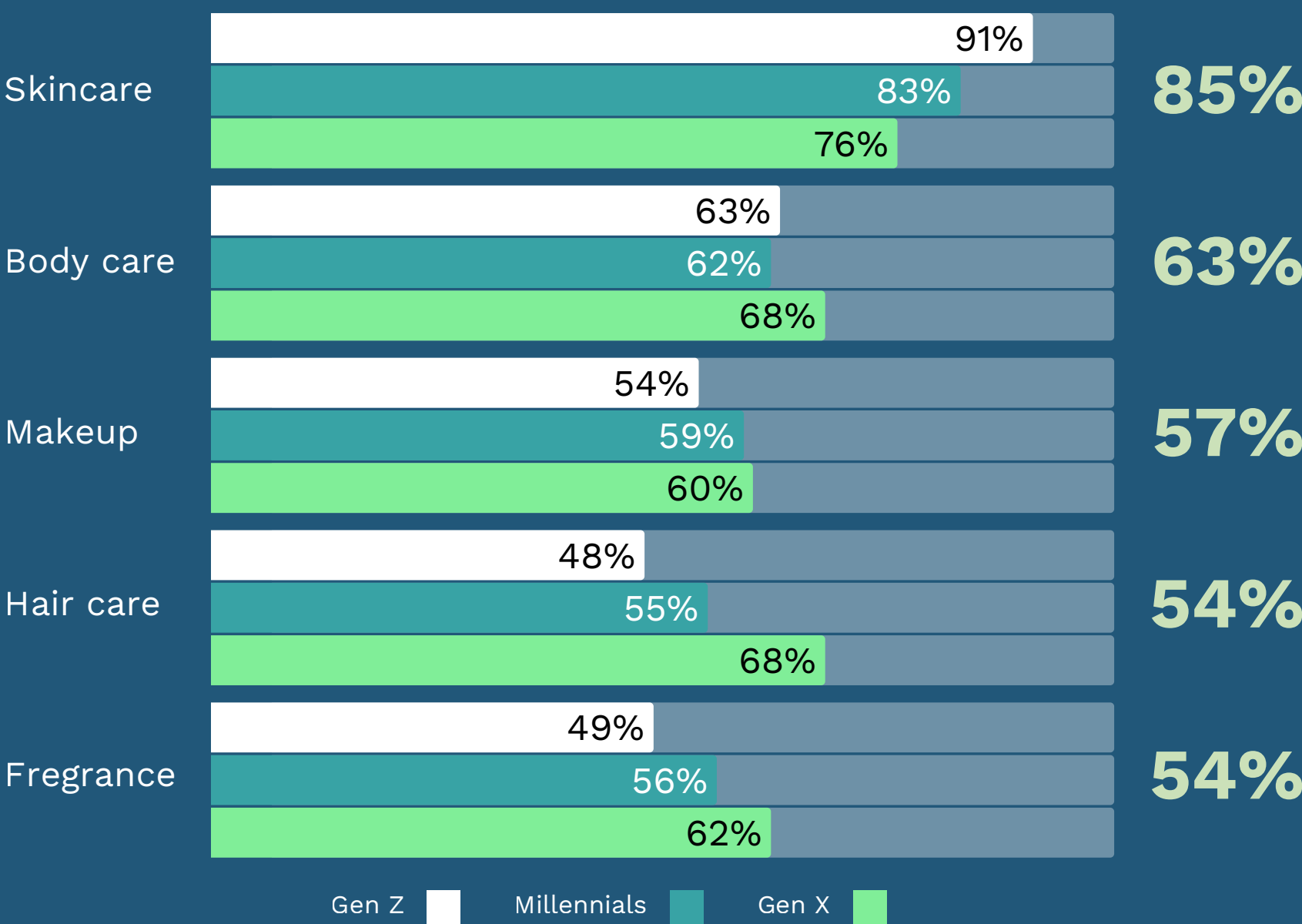
Top 5 local fashion brands



Local fragrance brands are favored by 62% of Gen X

n= 779 consumers of local beauty & personal care products

Local beauty & personal care products used



Gen Z leads in skincare usage at 91%, showing their strong focus on facial care routines. Makeup usage is highest among Millennials and Gen X, while body care sees more consistent adoption across all generations. These trends highlight shifting beauty priorities as consumers age.

43%

allocate IDR 50–150K on each local beauty & personal care product

Top 5 local beauty & personal care brands

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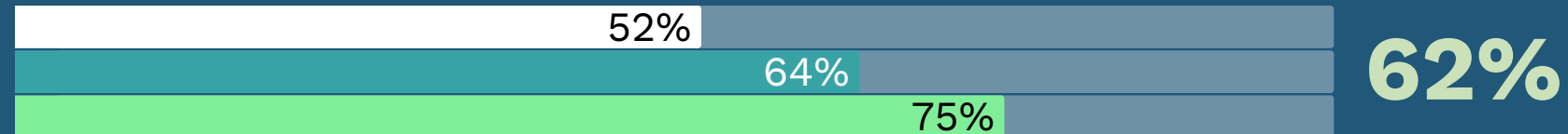


Local medicines & health products used

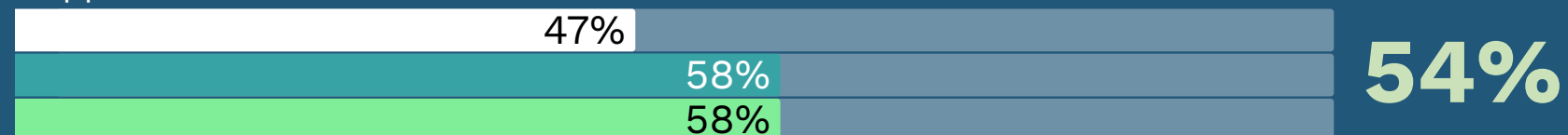
Over-the-counter medicine



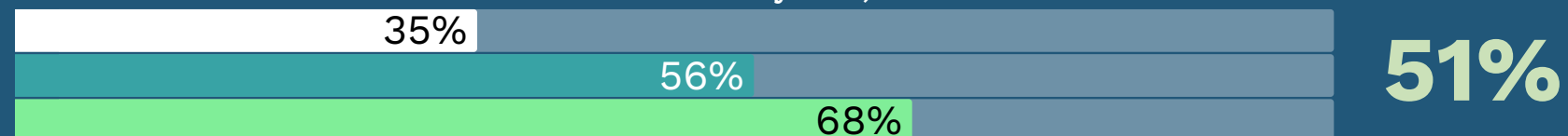
Traditional oils & balms



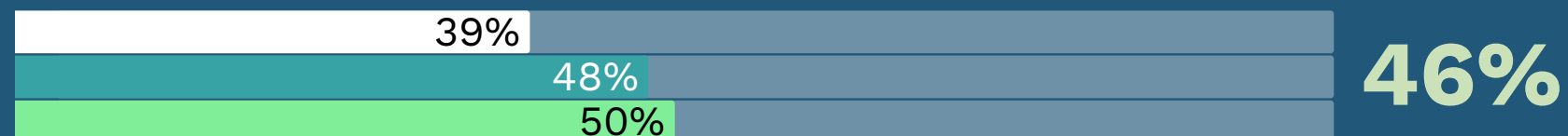
Supplements & multivitamins



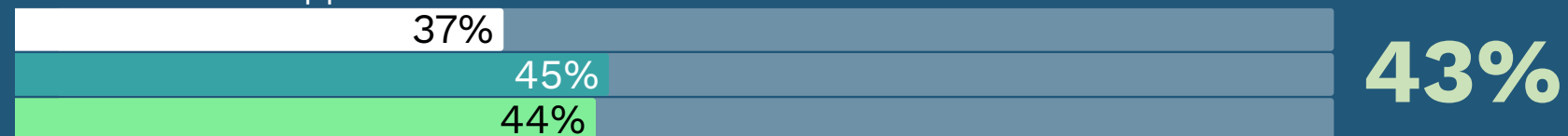
Herbal medicine & modern herbal remedies (*jamu*)



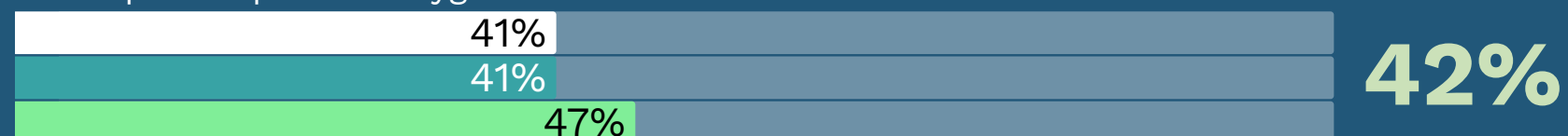
Oral & dental care



Basic medical supplies



Antiseptics & personal hygiene



Gen Z Millennials Gen X

77% of people consume local over-the-counter medicines

n= 558 consumers of local medicines & health products

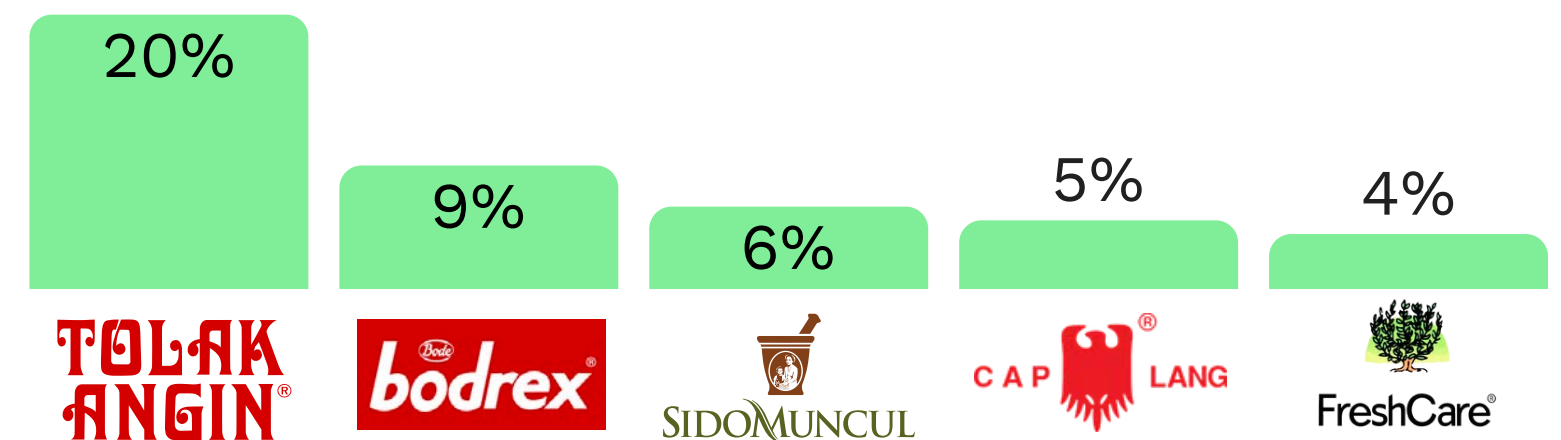
Overall, the use of local health products increases with age.

Gen X leads, especially in over-the-counter medicine and traditional oils. At the same time, 1 out of 3 Gen Z respondents uses herbal medicines (*jamu*).



1 out of 3 people spend IDR 20-50K per local medicine & health item

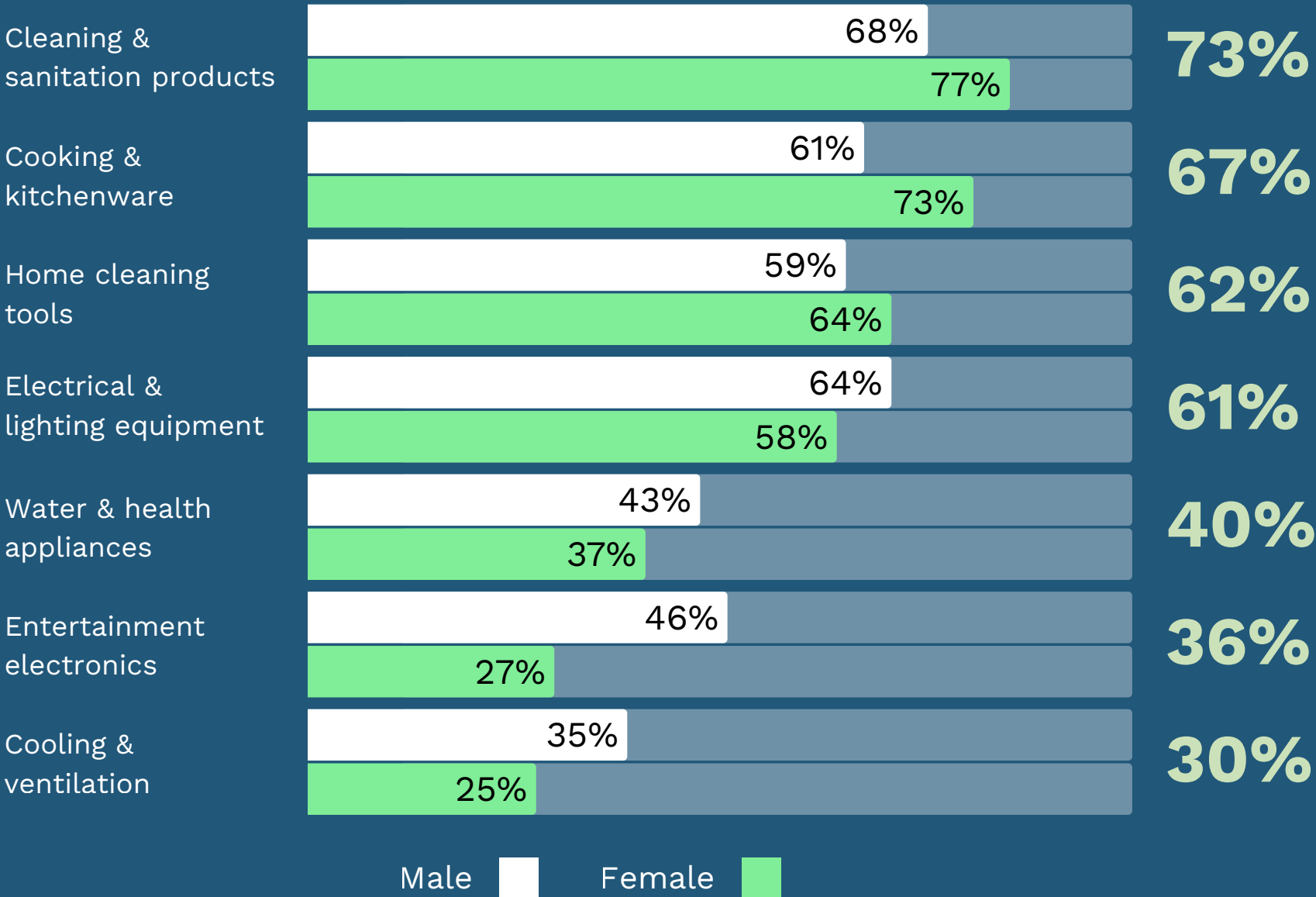
Top 5 local medicines & health product brands



3 out of 4 respondents use local cleaning products

n= 510 consumers of local household & electronic products

Local household & electronic products used

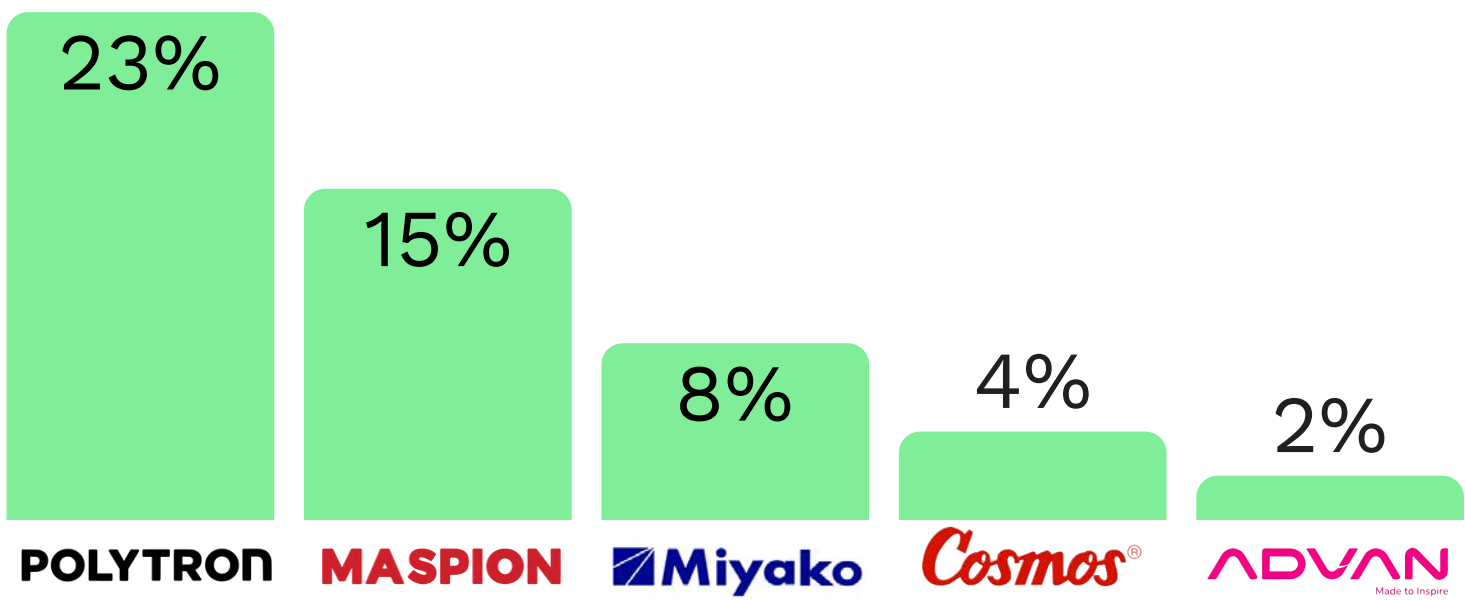


Local cleaning and cooking items are the most commonly used overall. Women dominate in using cleaning and kitchen products, while men are more engaged with electrical, water, and entertainment equipment.



A quarter of respondents allocate IDR 150-300K per household & electronic product

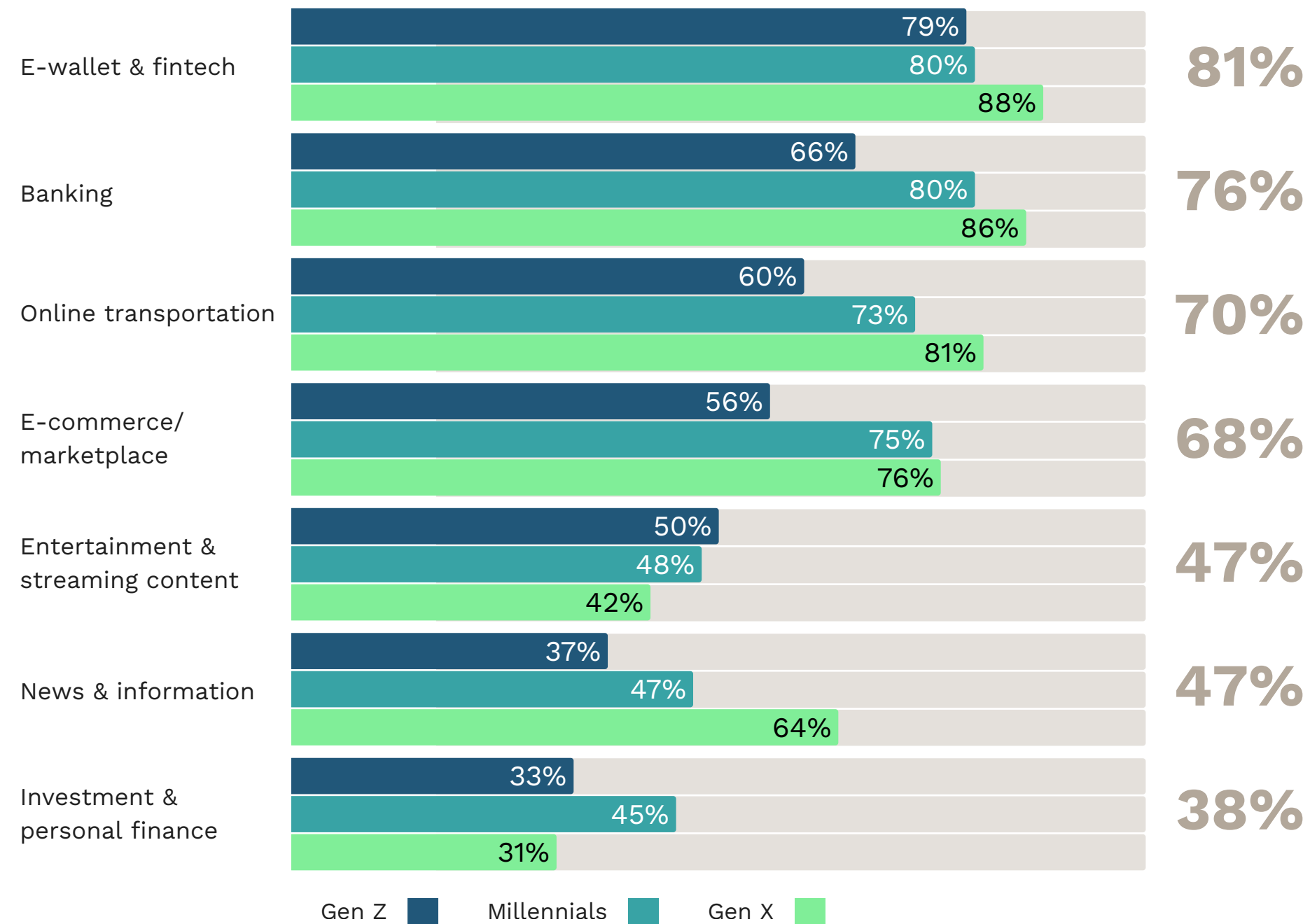
Top 5 local household & electronic product brands



70% of people rely on local ride-hailing services

n= 372 consumers of local digital platform products

Local digital platforms used



4 out of 5 respondents use local e-wallet and fintech services. Banking is most popular among Millennials, while Gen Z is most active in entertainment and streaming content. News and information apps attract older users.

33%

of people spend IDR 50–150K on usage/subscriptions for a digital platform

Top 5 local digital platform brands

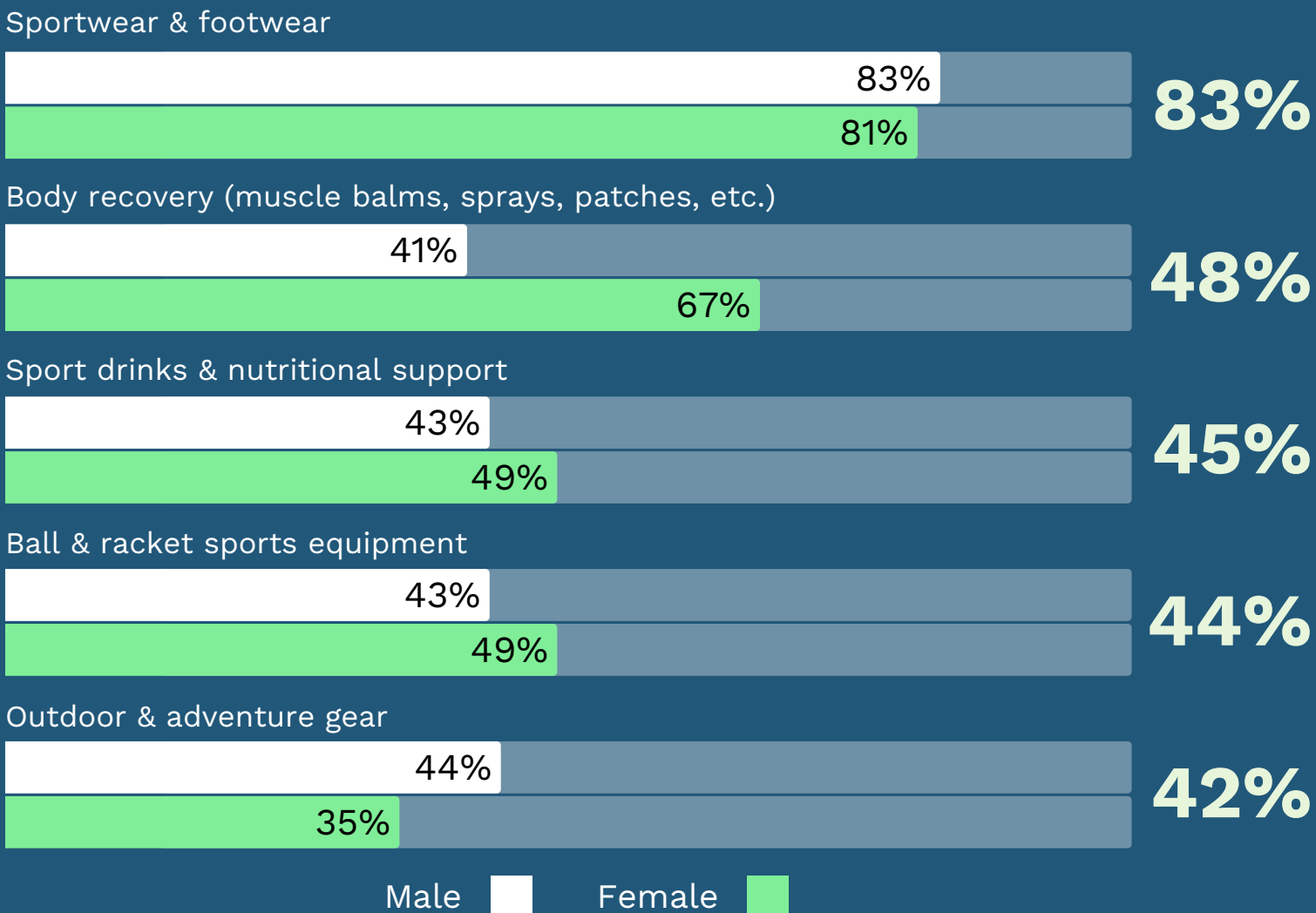
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Sports nutrition is consumed by nearly half of the respondents

n= 328 consumers of local sports & physical activity products

Local sports & physical activity products used



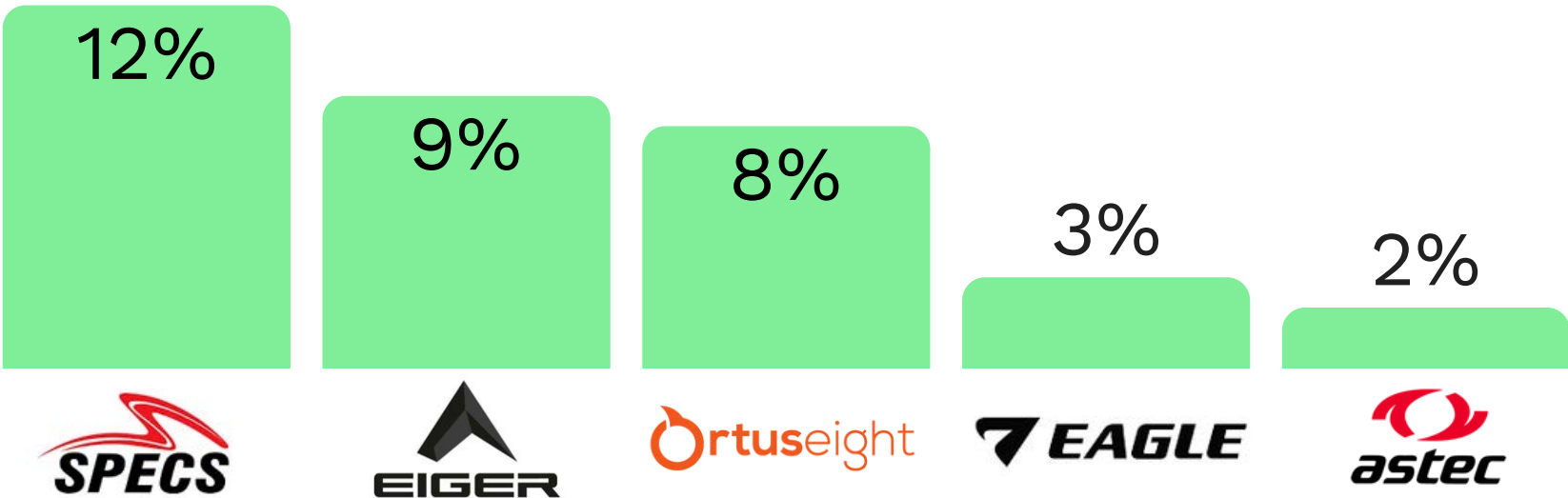
Local sportswear and footwear are the most used by respondents. Women tend to favor body recovery products, while men use more outdoor and adventure gear.



31%

of respondents purchase a local sports & physical activity item priced at IDR 150–300K

Top 5 local sports & physical activity brands



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