Consumer Confidence Index 2025

Populix Industry Report

August 2025

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01

Demographic Profile

n total = **1,100**

Data may not be 100% due to round up

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Respondent Profiles

We gathered responses from 1,100 consumers across Indonesia. Most are married, working professionals with children, from middle to upper class, and living in Java area. The sample reflects the voice of young, everyday Indonesians whose daily experiences and decisions shape the consumer landscape.

Gender

Male **50%**

Female **50%**

SES

Upper **39%**

Middle **41%**

Lower **21%**

Area

Java	**79%**
Sumatra	**13%**
Other islands	**8%**

Marital Status

Married with kids **60%**

Single **36%**

Married with no kids **4%**

Occupation

Working **82%**

Not working **17%**

Age

17 - 25 y.o	**33%**
26 - 35 y.o	**47%**
36 - 44 y.o	**20%**

10 - 12 June 2025

S2. Area | S3.2. Gender | S4. Age | S5. Marital Status | S6. Type of Occupation | SEC

02

Consumer Confidence Index

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Consumer Confidence Index 2025

Score

54.9

55.8	Economic Perception Index
52.9	Personal Economic Index
55.9	Financial Control Index

Score range 0-100

Consumer confidence show a modest sentiment. Indonesians feel fairly in control of their personal finances, but their outlook on the future remains cautious.

n total = **1,100**

Data may not be 100% due to round up

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Confidence is not felt equally across all groups. Those in the upper class and working group show higher confidence, especially in managing finances and viewing their future with more optimism. Millennials stand out as the most confident generation, while Gen Z and non-working individuals show more caution.

	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	**1100**	**873**	**142**	**85**	**550**	**550**	**427**	**447**	**226**	**907**	**191**	**532**	**557**	**11***
Consumer Confidence Index 2025	54.9	55.1	54.8	53.0	55.4	54.3	57.1 BC	53.3	53.7	55.9 B	49.9	53.3	56.41 A	50.8
Economic Perception Index	55.8	56.0	54.3	56.4	56.3	55.4	57.3	54.4	56.0	56.9 B	51.0	53.8	57.9 A	51.1
Personal Economic Index	53.0	53.2 C	53.1	50.0	53.2	52.8	55.0 BC	51.7	51.7	54.0 B	48.3	52.1 C	54.0 AC	43.2
Financial Control Index	55.9	56.1 C	57.1 C	52.5	57.0 B	54.9	59.4 BC	53.8	53.6	57.1 B	50.4	54.2	57.5 A	59.3

Sig test against category
UPPER LETTER is win sig-test at 95% confidence level to labelled column

*Low based

n total = **1,100**

*Data may not be 100% due to round up

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More than half of Indonesians believe the economy will improve in the next six months, showing a hopeful shift in public sentiment. Although views on the current economy remain divided, optimism is supported by real signs of progress. People feel encouraged by stable prices, more job opportunities, and stronger support from government programs.

In your opinion, how is the current condition of the Indonesian economy compared to the previous year?

Base	1100
Top 2 Boxes (sum of the 1st - 2nd box)	**35%**
Bottom 2 Boxes	**38%**
Mean Score	**50.36**
5 Much better	11%
4 Better	24%
3 Just the same	28%
2 Worse	31%
1 Much worse	6%

Do you think Indonesia's economic conditions will be better in the next 6 months?*

Base	1100
Top 2 Boxes (sum of the 1st - 2nd box)	**55%**
Bottom 2 Boxes	**15%**
Mean Score	**62.61**
5 Will be much better	13%
4 Will be better	41%
3 Just the same	30%
2 Will be worse	13%
1 Will be much worse	2%

What makes you optimistic about the economic conditions in the next 6 months

n those who answer code 4 or 5 in Q2 = **601**

48% **Government policy supports the business world**

46% Prices of basic commodities start to stabilize

44% Government education and health facilities have improved

40% The increasing number of job openings

23% Stock exchange performance appears to be improving

18% Shopping centers are getting busier

Q1. In your opinion, how is the current condition of the Indonesian economy compared to the previous year? | Q2. Do you think Indonesia's economic conditions will be better in the next 6 months?
Q3. What makes you optimistic about the economic conditions in the next 6 months?

n total = **1,100**

**Data may not be 100% due to round up*

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Among those who are optimistic, most also see positive changes in the job market around them. It shows that real improvements in employment opportunities are helping to shape a more hopeful outlook.

Do you think Indonesia's economic conditions will be better in the next 6 months?*

Base		**1100**
Top 2 Boxes (sum of the 1st - 2nd box)		**55%**
Bottom 2 Boxes		**15%**
Mean Score		**62.61**
5	Will be much better	13%
4	Will be better	41%
3	Just the same	30%
2	Will be worse	13%
1	Will be much worse	2%

How do you assess the current state of the job market in your area?

Base (who answer code 4 or 5 in Q2)		**601**
Top 2 Boxes (sum of the 1st - 2nd box)		**66%**
Bottom 2 Boxes		**6%**
Mean Score		**69.51**
5	Very promising	19%
4	Promising	46%
3	Just normal	28%
2	Not promising	6%
1	Very not promising	1%

Q2. Do you think Indonesia's economic conditions will be better in the next 6 months? | Q4. How do you assess the current state of the job market in your area?

n total = **1,100**

**Data may not be 100% due to round up*

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Optimism is strongest among those living outside Java, working, and Millennials. These groups are more likely to believe that Indonesia's economy will improve in the next six months. Higher confidence is also seen among people in the upper class, possibly reflecting more financial stability. In contrast, Gen Z and non-working individuals are less certain, showing more caution toward the future.

Do you think Indonesia's economic conditions will be better in the next 6 months?*

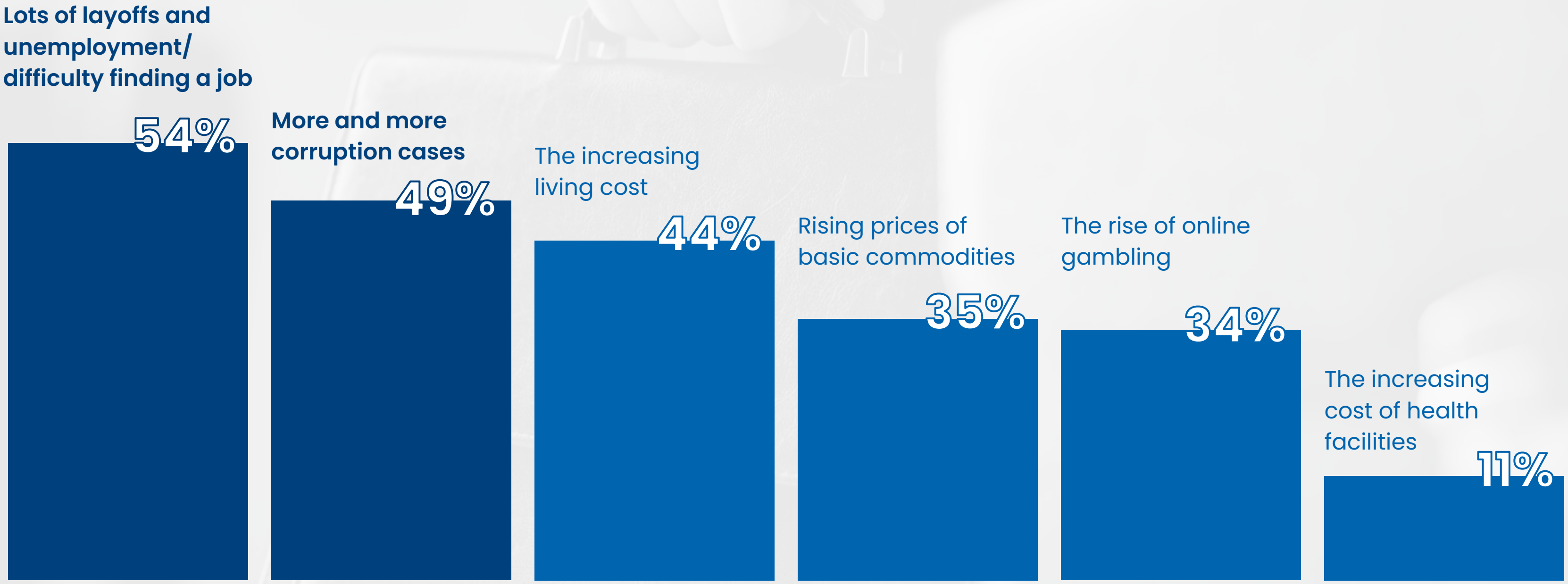
		Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Island	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	**1100**	**873**	**142**	**85**	**550**	**550**	**427**	**447**	**226**	**907**	**191**	**532**	**557**	**11***
Top 2 Boxes (sum of the 1st - 2nd box)	**55%**	55%	49%	58%	54%	55%	54%	55%	56%	56% B	48%	52%	57%	55%
Bottom 2 Boxes	**15%**	15%	18%	13%	15%	15%	16%	16%	13%	15%	18%	17%	14%	27%
Mean Score	**62.61**	62.94	60.04	63.53	62.55	62.68	63.00	61.52	64.05	63.29	59.55	60.86	64.36 A	59.09
5 Will be much better	**13%**	14%	11%	9%	14%	13%	17% B	10%	14%	14%	10%	11%	16% A	9%
4 Will be better	**41%**	41%	38%	48%	40%	42%	37%	45% A	42%	42%	37%	41%	41%	45%
3 Just the same	**30%**	30%	32%	29%	30%	29%	30%	29%	31%	29%	35%	32%	28%	18%
2 Will be worse	**13%**	13%	16%	13%	13%	14%	14%	13%	12%	13%	16%	14%	12%	27%
1 Will be much worse	**2%**	2%	2%	0%	3%	2%	2%	3%	1%	2%	2%	2%	2%	0%

Sig test against category
UPPER LETTER is win sig-test at 95% confidence level to labelled column

n total = **1,100**

Data may not be 100% due to round up

Even as optimism grows, many Indonesians remain deeply concerned about key economic issues. Layoffs and unemployment are the top worries, followed by fears about corruption and the rising cost of living. These concerns reveal that while hope is present, it is balanced by anxiety over job security, fairness, and day-to-day survival.



Q5. What economic conditions are worrying you right now?

n total = **1,100**

*Data may not be 100% due to round up

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While many say their income has improved and expect it to grow further, this optimism may reflect more of a hopeful mindset than actual financial gains. In the face of economic pressure and uncertainty, people seem to hold on to a positive outlook, showing that confidence is not just about numbers, but also about resilience and belief in better days ahead.

Household or personal income comparison with 6 months ago*

Base		**1100**
Top 2 Boxes (sum of the 1st - 2nd box)		**45%**
Bottom 2 Boxes		**15%**
Mean Score		**59.98**
5	Much better	12%
4	Better	34%
3	Just the same	39%
2	Worse	14%
1	Much worse	2%

Prediction of household or personal income in the next 6 months

Base		**1100**
Top 2 Boxes (sum of the 1st - 2nd box)		**66%**
Bottom 2 Boxes		**10%**
Mean Score		**67.05**
5	Will increase significantly	19%
4	Will increase slightly	47%
3	Will remain	24%
2	Will decrease	4%
1	Not sure	6%

Q7.1. Approximately, has your current household or personal income increased, remained the same or decreased compared to 6 months ago?
Q7.2. In the next 6 months, will your household or personal income increase, remain the same or decrease?

n total = **1,100**

**Data may not be 100% due to round up*

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Change remains a constant in daily life. Nearly four in ten Indonesians have experienced a shift in their job status, whether through promotion or layoff.

Despite this, most feel their expenses have increased, showing a rising costs rather than lifestyle upgrades. This gap between job uncertainty and rising spending may be quietly shaping how people define financial progress today.

Have you experienced a change in your employment status (promotion or layoff, etc.) in the last 6 months?

Have your expenses changed in the last 6 months compared to before?

Base (who said yes)		**429**
Top 2 Boxes (sum of the 1st - 2nd box)		**65%**
Bottom 2 Boxes		**11%**
Mean Score		**66.48**
5	Will be much better	14%
4	Will be better	52%
3	Just the same	23%
2	Will be worse	10%
1	Will be much worse	2%

Base (who said no)		**671**
Top 2 Boxes (sum of the 1st - 2nd box)		**63%**
Bottom 2 Boxes		**9%**
Mean Score		**66.48**
5	Very promising	8%
4	Promising	55%
3	Just normal	29%
2	Not Promising	8%
1	Very not promising	1%

Q8. Have you experienced a change in your employment status (promotion or layoff, etc.) in the last 6 months? | Q9. Have your expenses changed in the last 6 months compared to before?

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Looking ahead, most Indonesians expect to grow their savings in the next six months. While only some are saving significantly more than last year, the belief that things will improve remains strong. This future mindset highlights how optimism plays a powerful role in shaping financial intentions, even if current habits are still catching up.

Are you currently saving or investing more or less than you were last year?

Base		**907**
Top 2 Boxes (sum of the 1st - 2nd box)		**49%**
Bottom 2 Boxes		**11%**
Mean Score		**63.99**
5	Much more	14%
4	A little more	35%
3	Just the same	23%
2	A little bit less	17%
1	Much less	7%
0	I don't save/invest	4%

In the next 6 months, how do you estimate your savings condition?

Base		**907**
Top 2 Boxes (sum of the 1st - 2nd box)		**61%**
Bottom 2 Boxes		**20%**
Mean Score		**63.23**
5	Will be greatly improved	15%
4	Will increase	46%
3	Will remain the same	19%
2	Will decrease	18%
1	I don't have any savings	2%

Q10. In the next 6 months, how do you estimate your savings condition? | Q11. Are you currently saving or investing more or less than you were last year?

n total = **1,100**

**Data may not be 100% due to round up*

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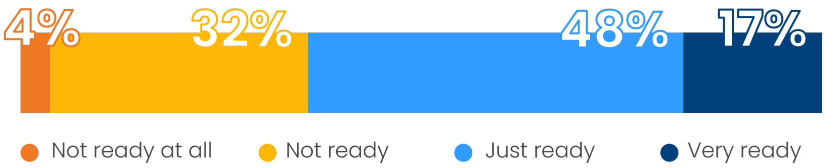
Most Indonesians feel somewhat ready to face unexpected expenses, but rising costs in essentials like food, education, and health continue to stretch household budgets. In daily transactions, convenience takes priority, with digital wallets, QRIS, and even cash still dominating.

How prepared are you for unexpected large expenses (e.g. medical, repairs)?*



What expenses have increased in the last 6 months?

Food and drink
65%

Education
42%

Health
34%

Transportation
32%

Home care
19%

Clothes, shoes and accessories
18%

Buy/rent/pay in installments for a residence
16%

Insurance
10%

How do you prefer to make payments nowadays?

Digital wallet (e-wallet)
62%

QRIS
54%

Cash
51%

Bank transfer
28%

Debit card
12%

Credit card
8%

Installments without card/pay later
8%

n total = **1,100**

**Data may not be 100% due to round up*

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To manage rising expenses, many Indonesians have started cutting back not only on non-essentials like dining out and entertainment, but also on daily necessities such as groceries and transportation. This changes shows that budgeting decisions are no longer just about limiting indulgence, but about stretching every rupiah to make ends meet.

Reduced Essential Expenses

Daily shopping for basic necessities or groceries
50%

Transportation
45%

Electricity, gas, water
29%

House rent/ installments
14%

Education
11%

Health
11%

None
14%

Reduced Non-Essential Expenses

Eat out/delivery
44%

Out of home entertainment (cinema, concerts, etc.)
38%

Clothes, shoes, bags and other accessories
34%

Traveling
32%

Subscription facilities (videos, applications, games, magazines, etc.)
30%

Self-care at treatment facilities (beauty salons, spas, massages, etc)
29%

Hobby
19%

Sports membership
10%

None
4%

Q14. Which basic or essential expenses have you cut back on in the last 6 months? | Q15. And which secondary/tertiary/non-essential expenses have you cut back on in the last 6 months?

n total = **1,100**

**Data may not be 100% due to round up*

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Many Indonesians are hoping about making major purchases in the coming months, especially for home renovations, electronics, and education. These plans reflect aspirations to improve quality of life, even if not all will move forward with them. While financial caution remains, there is a growing sense of readiness to purchase in what matters most.

Planned Major Purchases

Renovation of residence/business premises	32%	81%
Electronic	26%	
Education	26%	
Motor	20%	
Health	16%	
Traveling	15%	
Car	11%	
Furniture	11%	
Others	1%	
None	**19%**	

Future Expense Outlook*

Base		**1100**
Top 2 Boxes (sum of the 1st - 2nd box)		**69%**
Bottom 2 Boxes		**6%**
Mean Score		**68.73**
5	Much improved	**13%**
4	Quite improved	**56%**
3	Just the same	**26%**
2	Quite lesser	**5%**
1	Much lesser	**1%**

Q16. Are you planning to make any major purchases in the categories below in the next 6-12 months? | Q9b. Do you think your expenses will change in the next 6 months compared to now?

n total = **1,100**

*Data may not be 100% due to round up

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Many Indonesians feel anxious about their finances, but most still believe they have control over their financial future.

Financial Anxiety Frequency*

Base	1100
Top 2 Boxes (sum of the 1st - 2nd box)	9%
Bottom 2 Boxes	47%
Mean Score	37.41
5 Never	1%
4 Seldom	7%
3 Sometimes	44%
2 Often	34%
1 Always	13%

Perceived Financial Control*

Base	1100
Top 2 Boxes (sum of the 1st - 2nd box)	89%
Bottom 2 Boxes	11%
Mean Score	74.44
5 Very much in control	29%
4 Have enough control	60%
2 Lack of control	11%
1 Have no control at all	1%

Q18. Do you feel optimistic or pessimistic about your personal financial future? Why? | Q19. How often do you feel anxious about your financial situation?

n total = **1,100**

**Data may not be 100% due to round up*

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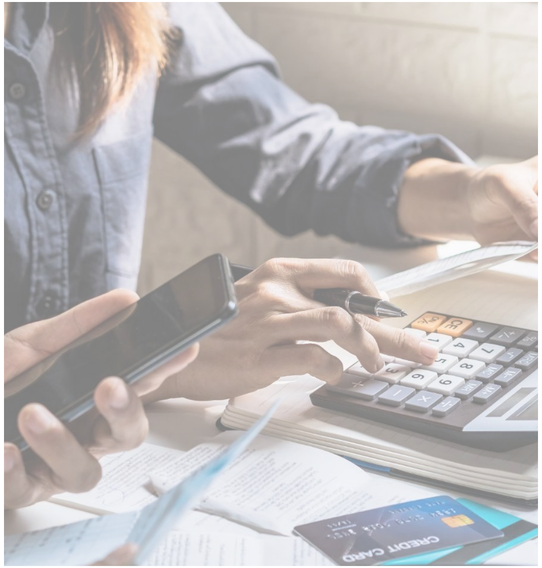
Optimism is driven less by wealth, and more by determination, stability in work, and a belief that hard effort will lead to something better. Even when pressures remain, hope continues to shape how people move forward.



Financial Future Sentiment

TOTAL Positive	**72%**
Financial Condition - Nett	**39%**
Optimistic (unspecified)	17%
Optimistic because financial conditions will get better or at least stable	12%
Jobs and Careers - Nett	**11%**
Optimistic because I still have a job	4%
Optimistic because I have side jobs and businesses aside from my primary job	3%
Psychological Impact - Nett	**10%**
Optimistic because I will work harder regardless of what happens	3%
Optimistic because I have to keep trying for the best in the future	2%
Business and Enterprise - Nett	**7%**
Investment - Nett	**6%**

TOTAL Negative	**26%**
Financial Condition - Nett	**14%**
Pessimistic because many expenses increase every month	5%
Pessimistic (unspecified)	3%
Jobs and Careers - Nett	**6%**
Pessimistic because it is difficult to / I have yet to get a job	2%
Pessimistic due to the large number of layoffs/efficiencies	2%
Economy - Nett	**4%**
Pessimistic because the national economic conditions are less / not yet stable / uncertain	3%
Prices and Fees - Nett	**4%**
Don't know	**3%**

Q20. How much control do you feel you have over your financial future?

03

Summary

Executive Summary

Consumer Confidence Index 2025: **54.9**
A snapshot of how Indonesians feel and act in today's economy

- Most respondents are married, working professionals from middle to upper class backgrounds, mainly in Java.
- **Confidence is modest**, with many feeling in control of personal finances but still cautious about the future.
- Millennials, upper class, and working individuals are the **most optimistic**. Gen Z and non-working groups show more doubt.
- **Optimism is shaped by visible improvements** such as job opportunities, stable prices, and stronger government support.
- But **concerns run deep**: layoffs, corruption, and rising costs are top worries.
- **Daily spending is rising**, and many are cutting back not only on luxuries but also on basic needs.
- Still, **people remain hopeful**. They plan to save more, invest in what matters, and stay prepared for the unexpected.
- Confidence today is less about wealth, more about belief, resilience, and practical optimism.

04

The Team

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05

About Populix

Next-gen Research for Today's Market

Harness AI-driven research to enhance decision-making and simplify research processes. Our technology transforms complex data into clear insights, providing the confidence to succeed in today's dynamic market.

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ESOMAR25 Corporate

Featured in:

Forbes Asia 100 TO WATCH

TECHINASIA 50 Rising Startups in Indonesia

LinkedIn TOP 2023 STARTUPS Indonesia

Available on:

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Market Research

Data-driven insights on consumer behavior, industry trends, and competitive dynamics to help businesses make informed decisions. From brand performance tracking to product validation, our solutions & methodologies ensures companies stay ahead in Indonesia's fast-growing market.

Policy & Society Research

Public sentiment, policy impact, and societal trends analysis to help organizations and governments make data-driven decisions. From economic behavior to social change, our research provides clear, actionable insights into Indonesia's dynamic landscape.

PopSurvey by Populix

Survey-building and respondent solutions for academic and applied research. PopSurvey empowers students, researchers, and professionals to collect credible, fast, and affordable data, with AI-assisted tools and verified respondents to simplify the overall survey process.

Respondent Only

Connecting businesses and researchers with high-quality, targeted respondent panels, efficiently and hassle-free. Whether for product testing, market validation, or internal research, our respondent solution delivers the right audience to match your exact criteria across the region.

Panel Quality

Criteria based recruiting | Panel selection | Panel engagement

Basic Demographic

Gender | Age | Marital status | Highest education level

Finance

Monthly income | Monthly expense | Bank transaction frequency | E-wallet

1M+ Panel Size

Panel SES

- Upper 28%
- Middle 37%
- Lower 35%

- Male 45%
- Female 55%

PANEL AGE

<18 y.o	6%
18 - 24 y.o	42%
25 - 30 y.o	30.5%
31 - 40 y.o	15%
41 - 55 y.o	5.5%
>55 y.o	1%

HOBBY, LIFESTYLES & APPEARANCE

- Smoking
- Pet
- Workout frequency
- Hijab usage

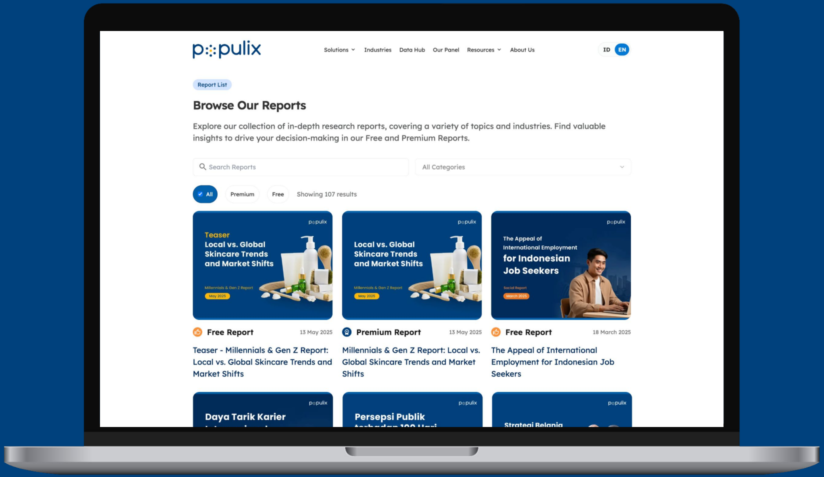
MEDIA & ENTERTAINMENT

- Media preference
- Phone brand
- Social media
- Data provider

SPENDING BEHAVIOUR

- E-commerce
- Shopping frequency
- Payment preference
- Household spending

Visit our website to see more reports and download Populix's latest studies.



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