INDONESIA B2C E-COMMERCE MARKET 2017
GENERAL INFORMATION

PRODUCT DETAILS

Title: Indonesia B2C E-Commerce Market 2017
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Covered Regions: N/A
Covered Countries: Indonesia
Language: English
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Number of Charts: 72

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QUESTIONS ANSWERED IN THIS REPORT

What was the size of the E-Commerce market in Indonesia in 2016?
What are the online retail sales growth forecasts for Indonesia through 2025?
How many people in Indonesia made purchases online in 2016?
What are the leading product categories bought online in Indonesia?
Who are the main E-Commerce market players in this country?

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INDONESIA IS THE FASTEST GROWING E-COMMERCE MARKET IN SOUTHEAST ASIA

E-Commerce in Indonesia is nascent, but developing fast. This report from yStats.com reveals that despite ranking low on Internet and online retail penetration rates, Indonesia’s E-Commerce market is already the largest in the region, owing to its large population size. The spread of Internet penetration, mobile connectivity, favorable demographics and economic growth are among the factors contributing to online retail development in this country, while infrastructure needs to be improved in order for the market to live up to its full potential.

The number of Internet users in Indonesia has been growing exponentially, with some statistics cited in yStats.com's report ranking this country number one worldwide by Internet usage growth pace. Consumers are embracing mobile connected technology first: smartphones were the top devices to access the Internet and make purchases online in 2016. Another important trend is the strength of social commerce, with more than 50% of Internet users surveyed in 2016 recognizing Facebook as a platform not only to socialize, but also to buy and sell goods.

Multiple projections cited in this report by yStats.com convey expectation of strong double-digit growth rate of E-Commerce sales in Indonesia over the next several years, outpacing other markets in this emerging region. The burgeoning market opportunity has helped some of the top E-Commerce market players in Indonesia such as Lazada, Tokopedia, Elevania and MatahariMall to attract significant amounts of investment over the past several years and competition has intensified.
# MANAGEMENT SUMMARY

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“Clothes/accessories” was the leading product category purchased by 55% of online shoppers in Indonesia, as of August 2016.

By 2025, the E-Commerce share of total retail sales of selected physical product categories in Indonesia is projected to reach 8%.
GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all obtained data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions
- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types
- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure
- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

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METHODOLOGY OF OUR INDONESIA B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the retail E-Commerce market in Indonesia. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure
- The report starts with an overview of the E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to retail E-Commerce, such as sales, Internet and online shopper penetration.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce and social commerce.
- The section “Sales & Shares” covers the development of retail E-Commerce sales and E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Payment”, covers the payment methods most used by online shoppers.
- Furthermore, the “Delivery” section covers information related to delivery in online shopping.
- Finally, the “Players” section includes information about the leading E-Commerce companies, including rankings of top online shopping platforms by website visits, awareness and usage rates by online shoppers.
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