



# Retail E-Commerce in Indonesia

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Government support provides a significant push for industry growth  
Fashion and beauty products key categories driving growth in retail e-commerce  
Shopee launches Shopee Finest segment, spotlighting premium product ranges

### PROSPECTS AND OPPORTUNITIES

E-commerce is expected to see healthy growth over forecast period due to initiatives, investments and sticky consumer habits  
Tokopedia tapping into the financial/banking segment by launching Tokopedia Visa Credit Card  
Characteristics of TikTok Shop and TikTok Live work like a charm in driving e-commerce sales

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Retailer collaborations reap benefits and drive sales growth  
Warung digitalisation an important element of digital transformation in local retail  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
Eid al-Fitr/Lebaran  
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