

# **Consumer Lifestyles in Indonesia**

June 2024

**Table of Contents** 

# CONSUMER LANDSCAPE

Consumer landscape in Indonesia 2024

#### PERSONAL TRAITS AND VALUES

Personal traits and values

Indonesian consumers are concerned about the rising costs of everyday items Baby boomers in Indonesia set the most time apart for extended family In Indonesia, millennials most regularly give back to those in need Indonesian consumers enjoy exploring and trying new offerings Millennials are the most optimistic generation in Indonesia Personal traits and values survey highlights

#### HOME LIFE AND LEISURE TIME

Home life and leisure time

Indonesians most regularly spend their time at home socialising online Millennials and baby boomers visit social media most often Baby boomers and Gen Z both prefer h omes with minimalistic design Gen Z is the generation keenest on rural living in Indonesia Indonesians cite safety as their highest concern when travelling Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits Most I ndonesian consumers look for healthy ingredients in food and beverages Millennials are more satisfied with their own cooking skills than other generations are Indonesians generally cook and prepare their own meals Millennials and baby boomers more likely to seek out healthy ingredients Older generations more comfortable paying more for non-GMO food Eating and dietary habits survey highlights

### WORKING LIFE

Working life Millennials the only generation to prefer their employers value ethics over employee safety Indonesians prioritise a strong work-life balance Gen Z most driven by earning a competitive income Indonesians expect to work from home and enjoy flexible working hours Working life survey highlights

# HEALTH AND WELLNESS

Health and wellness Consumers in Indonesia engage in less strenuous exercise like walking or hiking Massages are the preferred stress-reduction activity for Indonesians Indonesians consider health and nutritional properties a highly influential product feature Millennials and baby boomers most regularly use apps to track their health or fitness Health and wellness survey highlights

### SHOPPING AND SPENDING

Shopping and spending Indonesians striving for a more simplified way of living Younger generations more regularly buy themselves small treats Gen Z prefer products with unambiguous labels Younger generations feel better about buying more eco- and ethically-conscious products Baby boomers big on buying sustainably-produced goods Millennials are far more likely to write reviews and provide feedback via social media Younger generations most regularly use price comparison websites Indonesians mostly expect to increase their spending on education Older generations show apprehension regarding their current financial condition Shopping and spending survey highlights

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lifestyles-in-indonesia/report.