



# Medan in Indonesia

July 2023

Table of Contents

## HEADLINES

### CITY SCORECARD

Chart 1 - Medan City Scorecard Rankings Among 240 Asia Pacific Cities

### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2022

### POPULATION

Chart 2 - Key Medan Population Indicators Compared to Indonesia and Asia Pacific 2022

Chart 3 - Medan Population Growth Compared to Indonesia and Asia Pacific 2017-2027

Chart 4 - Medan Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2017-2027

Chart 5 - Medan Population by Age and Sex 2022

### CONSUMER EXPENDITURE

Chart 6 - Medan Consumer Expenditure per Capita Compared to Indonesia and Asia Pacific 2017-2027

Chart 7 - Medan Consumer Expenditure Structure 2022

### DIGITAL CONSUMER

Chart 8 - Key Medan Digital Consumer Statistics Compared to Indonesia and Asia Pacific 2022

Chart 9 - Digital Consumer Historic Growth and Forecasts in Medan 2017-2027

### WEALTH

Chart 10 - Medan Disposable Income per Household Compared to Indonesia and Asia Pacific 2017-2027

Chart 11 - Number of Households by Disposable Income Band in Medan 2017/2022/2027

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Medan: 2017-2027

### POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Medan Household Possession of Kitchen Durables Compared to Indonesia and Asia Pacific 2022: % of Households

Chart 14 - Medan Possession of Entertainment Electronics Compared to Indonesia and Asia Pacific 2022: % of Households

Chart 15 - Medan Household Possession of Other Durables Compared to Indonesia and Asia Pacific 2022: % of Households

### ECONOMY

Chart 16 - Medan GDP per Capita Compared to Indonesia and Asia Pacific 2017-2027

Chart 17 - Medan Real GDP Growth Compared to Indonesia and Asia Pacific 2017-2027

Chart 18 - Medan Inflation Compared to Indonesia and Asia Pacific 2017-2027

### LABOUR

Chart 19 - Medan Labour Indicators Compared to Indonesia and Asia Pacific 2022

Chart 20 - Economically Active Population and Unemployment Rate in Medan 2017-2022

Chart 21 - Medan Labour Productivity Compared to Indonesia and Asia Pacific 2017-2022

### TRANSPORT

Chart 22 - Number of Airport Passengers in Medan 2017-2022

Chart 23 - Automotive Circulation in Medan 2017-2022

Chart 24 - Medan Transport Possession Compared to Indonesia and Asia Pacific 2022: % of Households

## 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/medan-in-indonesia/report](http://www.euromonitor.com/medan-in-indonesia/report).