

# HOW COVID-19 HAS CHANGED INDONESIA'S CONSUMPTION BASKET



Live more,  
Bank less

Southeast Asia's largest economy has been one of the hardest-hit by COVID-19. How has consumer behaviour been impacted? And what are the expected flow-on effects for the Indonesian economy?

## Health and hygiene

Higher awareness of health and hygiene, including increase in consumption of vitamins.

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## Shopping location

Shift to online shopping and e-commerce, over bricks and mortar retail.

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## Meals preferences

Shifting from dining out, to eating in. Delivery apps and packaged foods increasingly popular.

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## Grocery shopping

Rise of online grocery apps, to replace physical store visits and wet markets.

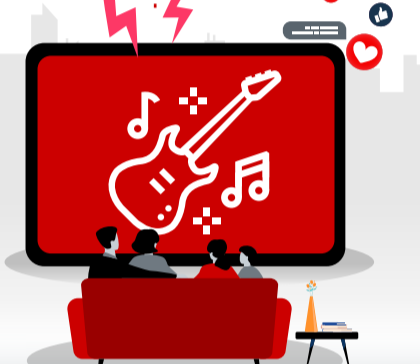
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## Home & leisure

Home becomes the place of entertainment; technology innovations are key to this.

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## Business Implications



### Preventative healthcare

Businesses need to address customers' health and hygiene concerns.



### Packaged food

Focus on healthy, easy to prepare meals that enhance home cooking experience.



### e-commerce

Ensure anytime-anywhere, fun and easy shopping experience with efficient delivery.



### B2C delivery apps

Help to enlarge access to customers and ensure freshness and fast delivery.



### Home entertainment

Recreate the social experience in-home, and enhance digital presence.

## We predict that the consumption basket will shift towards food

- Cereals
- Animal protein



- Prepared F&B
- Tobacco products

- Housing and household facilities



- Other non-food items

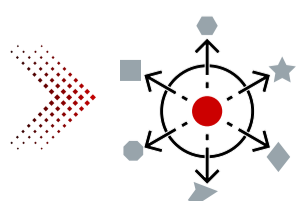
Pre-COVID

Post-COVID

## Corporates have had to rethink their strategies



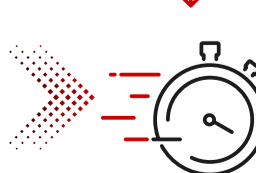
How to diversify sales channels through digitalisation and platforms.



How to diversify products through fast adaption to consumer behaviour.



How to expand geographical presence beyond Java.



How to operate with agility and flexibility and respond faster.