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# Indonesia's Affluent eCommerce Shoppers Report 2014

*agility* RESEARCH  
& STRATEGY

# Indonesia's luxury boom is going online

- Fuelled by increasing purchasing power among upper middle to high income groups, and the middle class becoming increasingly brand conscious, sales of luxury items continues to grow in Indonesia.
- Indonesia is home to 55 million online population. e-Commerce transaction values are growing fast in the country, thanks to the state's ongoing investments in Internet infrastructure, low-cost mobile broadband data plans, and more secure payment networks.



Sources:

<http://www.oxfordbusinessgroup.com/news/luxury-market-ups-and-downs-growing-demand-high-end-retail>

<http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-ASEAN-Ready-Indonesias-Digital-Future.pdf>

# Indonesia's Affluent eCommerce Shoppers Report 2014



## Contents of this Report

1. The Affluent in Asia
2. What does luxury mean to Affluent Asians?
3. Study methodology details and Affluent definitions
4. 360 Degree Approach to Understand the Indonesia's eCommerce Shoppers
  - A. Demographic profile
  - B. Financial profile
  - C. Psychographic profile
  - D. Leisure profile
  - E. Favorite online & offline shopping destinations
  - F. Media/channels of interest
  - G. Brands owned
5. Major Wins for Marketers and Brands
  - A. Whom to target?
  - B. What do consumers value?
  - C. Which channels to go for?
  - D. Where should the visibility be enhanced?
  - E. Accessing Indonesia's Affluent e-commerce Shoppers

**Value add: In-depth data on seven categories and excel tables covering more than 250 luxury and premium brands**



# This Report also Contains ...

- ✓ The **Affluent Brand Purchase™** summarizes how a brand stands against its competition among the Affluent against the actual purchase in the last 12 months
- ✓ The **Affluent Wishlist™** forecasts the Affluent demand for premium and luxury items.
- ✓ With **Affluent Engage™**, brand executives and marketing strategists can identify which media-channels & entertainment platforms the Affluent find most inspiring and informative when deciding which brand to buy.
- ✓ **Affluent Advocacy™** identifies how online buzz affect their brand choices – and how they contribute to the online buzz,



Fashion



Watches & Jewelry



Technology



Automobile



Destinations



Hotels



Beauty

# Agility Research & Strategy

## Methodology

- **The Agility Affluent Insights** was conducted online among 1500 (equally distributed) affluent respondents in 5 countries - China, Hong Kong, Singapore, Indonesia and the US.
- The respondents were representative of the online population in terms of age and gender, aged 18-59 years old.
- Our definition of the affluent consumer is as follows:

Country	Affluent Definition
China	CNY 180,000 and above
Hong Kong	HKD 720,000 and above
Singapore	SGD 100,000 and above
Indonesia	IDR 160,000,000 and above
United States	USD 90,000 and above





# There will be over a billion affluent consumers in Asia over the next decade.

How is your business understanding their needs?

At Agility Research & Strategy,  
**We are Fluent on the Affluent™.**

With 30 years of combined experience on the Affluent and Luxury market, we understand the affluent consumer and help brands engage effectively with this premium segment.