

Think with Google

A grayscale photograph of a woman wearing a patterned hijab and a face mask. She is holding a smartphone in her right hand and a large, crumpled paper bag in her left arm. The image is positioned on the left side of the frame, partially overlapping the text.

YEAR IN SEARCH 2020

INDONESIA

Looking back to move your business forward



Beauty and Personal Care

Daily routines have drastically changed in the “new normal”. It’s no surprise our skin is feeling it too. Indonesians have quickly learned that skin concerns aren’t the same for everyone.



Indonesian beauty consumers are looking to Search for answers to combat skin problems.



the term created for a rash or an acne breakout caused by wearing a mask for a long duration saw a significant surge in searches this year



135% increase in searches for **"niacinamide"**



growth in searches for **"retinol"**



increase in search queries related to **"cara ngilangin bekas jerawat"** (acne scar)

They are also on the lookout for cleansing products that enhance their everyday skincare routine.

🔍 "cleansing balm" 🎧 ▲ **210%**

🔍 "double cleansing" 🎧 ▲ **71%**

...and remain interested in sporting glowing, soft skin.

🔍 "ceramide" 🎧 ▲ **52%**

🔍 "moisturizer" 🎧 ▲ **52%**

🔍 "air mawar" 🎧 ▲ **71%**
(rose water)

Consumers are turning to Search to find at-home solutions for their personal care routines.



spike in the search term
“cara bikin masker”
(how to make a mask),
with related searches to
“cara bikin masker kopi” &
“cara bikin masker alami”

🔍 “lulur” (exfoliating products) 🎤 ▲ 46%

🔍 “hair mask” 🎤 ▲ 60%

50% increase in
**“cara membuat
masker wajah alami”**
(how to make a
natural face mask),
in comparison to
the previous year



“cara membuat masker wajah alami” 🔍

Hair maintenance has taken on new meaning during the pandemic, with stay-at-home consumers taking hair care into their own hands.

From basic hair care...



increase in search queries related to **“cara mewarnai rambut sendiri”** (how to dye one's own hair), in comparison to 50% growth in searches for **“warna rambut”** (hair color) in the previous year



rise in search queries for **“cara potong rambut sendiri”** (how to cut one's own hair), as people were afraid to go to salons during the lockdown

...all the way to hair treatments.



increase in search queries related to **“shampo anti ketombe”** (dandruff-free shampoo)



rise in search queries for **“shampo untuk rambut rontok”** (anti-hairloss shampoo)

Indonesians are also curious about oral health and keen to brush up on their dental basics.



increase in searches for **“menggosok gigi”** (brushing teeth), with related searches on **“cara menggosok gigi”** (how to brush teeth)



growth in search queries for **“cara menghilangkan gigi hitam”** (how to remove black teeth)



jump in search queries for **“cara mengatasi gigi ngilu”** (how to handle toothache)



rise in searches for **“obat kumur”** (mouthwash)

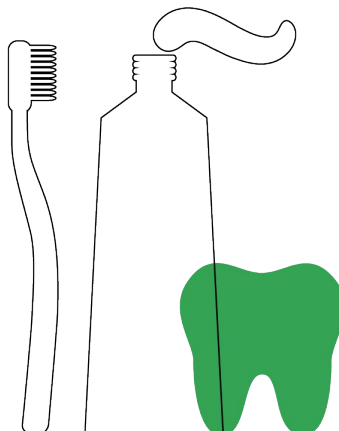
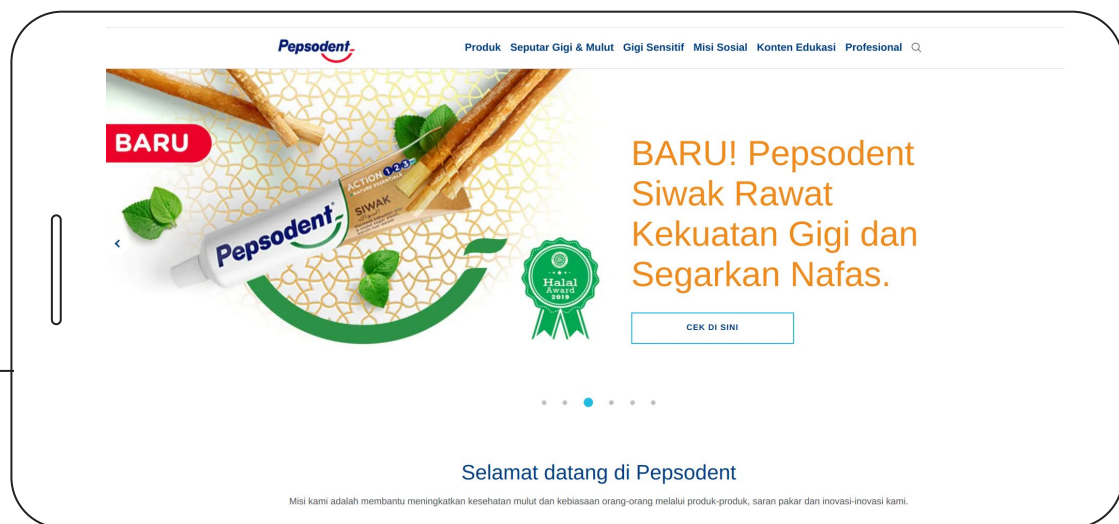


increase in searches for **“odol gigi”** (toothpaste), with related searches on **“cara memutihkan gigi”** (how to whiten teeth)

How Pepsodent used Search to highlight the solution people want

Unilever's Pepsodent wanted to assist consumers who were searching for ways to improve oral care and prevent tooth-related problems. With Search, they were able to learn that its audience was searching for queries such as **“obat sakit gigi”** (medicine for toothache) and **“cara menghilangkan bau mulut”** (ways to remove bad breath), and leveraged these insights to provide solutions to consumers on its website. Pepsodent also used Dynamic Search ads to personalize ad copy according to what consumers searched for, automatically generating a headline based on their search query and linking to matching content on the site.

Overall, Pepsodent saw a significant increase in click-through rate (CTR) and website visits (compared with previous campaigns).



Having a lip product smear all over the fabric of a protective face mask isn't a good look. So, Indonesians are searching for lipsticks that will stay put.

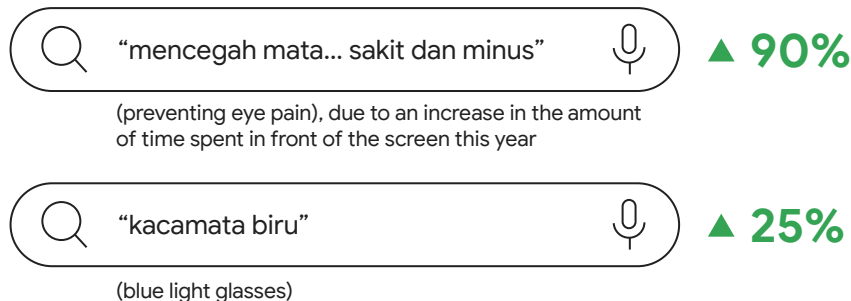


190%

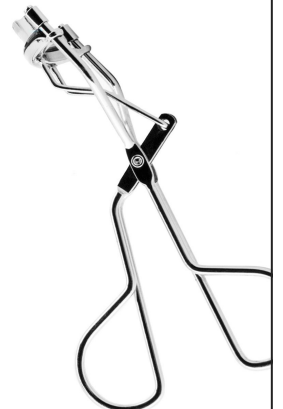
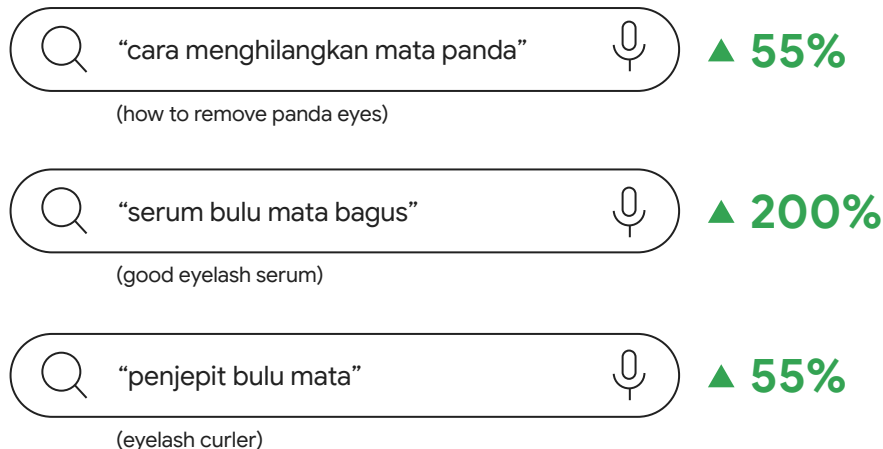
spike in searches for “lip tints”

...and they are not losing sight of eye care, both for health and aesthetic reasons

Health reasons:



Aesthetic reasons:



Takeaways for brands

1. Emphasize your hero ingredients to capture consumers' attention.

Beauty buyers know what they are looking for in a product. Their needs have shifted from finding basic solutions to routine skincare problems to purchasing products with specific ingredients (e.g. retinol) and benefits. Leverage these aspirations by highlighting your brand's hero ingredients and educating consumers about them.

Olay launched their Regenerist Retinol24 products, highlighting retinol as their hero ingredient on minimalistic packaging. Retinol is known to help reduce signs of aging.



2. Become a market leader by not only championing products, but also providing solutions too.

Indonesians now turn online first in order to address their at-home personal care concerns. Go a step further by providing online solutions to their unique queries and guide them on ways to adopt and incorporate your products and services into their personal care routines.



Pepsodent provides free online dentist consultations to support families with dental problems while staying at home during the pandemic. As a brand, they have transformed from being a dental solution provider to a thought leader in oral care.

Takeaways for brands

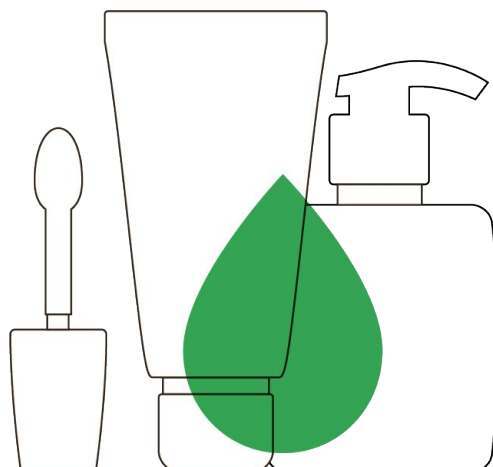
3. Focus on the things that are top on mind.

The pandemic has changed consumers' priorities. Find innovative ways to address their beauty needs with focused solutions such as transfer-proof lipstick while wearing a face mask or an emphasis on the eyes.

Collaborate with YouTube content creators and prominent beauty vloggers to enable consumers to come up with their own beauty solutions using your brand's products. Highlight fuss-free makeup for time optimization while working from home.

Tip

Use ad copies that highlight creative beauty ideas as they seek inspiration from brands.



Sources

All Google Search data points included in this report are from Google Trends, Nov 1, 2019 - Oct 31, 2020 vs. Nov 1, 2018 - Oct 31, 2019, unless otherwise indicated.

Brand examples are primarily curated using [trendwatching.com](https://www.trendwatching.com) premium subscription

1. GlobalWebIndex, Wave Q3 2020
2. Google Trends, Worldwide, Shopping, 2019 vs 2016
3. [Pew Research Center](#), The future of the global Muslim population
4. Superfood Asia; 5 reasons to be part of the Halal food industry now
5. GlobalWebIndex, Coronavirus Research Release 3: Multi-Market Research, March 2020, Countries across APAC answered 'somewhat agree' to using humour
6. Google/Kantar/SixthFactor Gen Z Indonesia Report 2020
7. Google, Temasek and Bain, e-Conomy SEA 2020: At full velocity — Resilient and racing ahead, Nov. 2020.*

YEAR IN SEARCH 2020 INDONESIA

Looking back to move your business forward

Think with Google