

Think with Google

A grayscale photograph of a woman wearing a patterned hijab and a face mask. She is holding a large, crumpled paper bag in her left arm and a smartphone in her right hand, looking down at the screen. 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



Food and Beverage

Since the start of COVID-19, many Indonesian consumers are choosing to shop for groceries online. They are also open to experimenting in the kitchen to take their culinary skills up a notch.

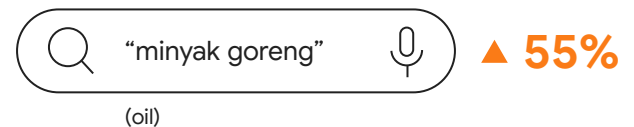
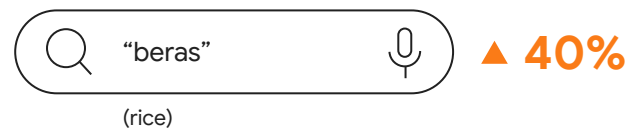
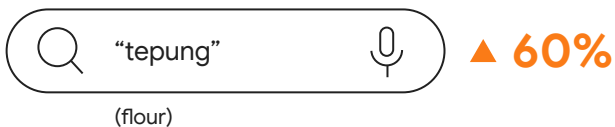


Indonesians are increasingly
going online to shop for
essential items.



growth in searches for “**sembako***”
(grocery essentials)

Rise in searches:



growth in searches for
“**biskuit**” (biscuit),
“**mie instan**” (instant noodles)
and “**teh celup**” (tea bags)

They are also buying in bulk and stocking up on supplies.

540%



increase in searches for
“**kopi 1 liter**” (1 litre of coffee)

200%



year-on-year rise in searches
for “**kemasan besar**”
(big packaging)

200%



year-on-year spike in
searches for
“**ukuran keluarga**”
(family pack)



“economical packaging”



75% year-on-year
growth in searches for
“**kemasan ekonomis**”
(economical packaging)

Indonesians are also turning to Search for information on food products that would best suit their needs.

**How Danone
used Search
to provide
information on
milk products
to mothers**

“

Search has helped us to drive traffic to our website and leads for our target customers - mothers who are traditionally on TV. To provide relevant information to mothers, we turned to Search and adopted an “always-on” approach to communicate to mothers in every stage of their motherhood journey. Since 2019, Search has helped us gain a 70% uplift in leads, and an 8% higher click-through-rate.

- Connie Ang, CEO, Danone Specialized Nutrition Indonesia

”

As Indonesians adjust to the “new normal”, they are eating out less and are cooking more at home.

Trending local recipes:

Q “resep odading” ▲ 700%
(fried sweet bread recipe)

Q “resep donat kentang” ▲ 75%
(potato donuts recipe)

Q “resep bakso mercon” ▲ 180%
(firecracker meatballs recipe)

Q “resep pempek dos” ▲ 85%
(fishcake delicacy without fish, made purely of tapioca recipe)

Trending international recipes:

Q “resep mentai” ▲ 60%
(Japanese mayonnaise pollock fish roe sauce recipe)

Q “resep pizza rumahan” ▲ 40%
(homemade pizza recipe)

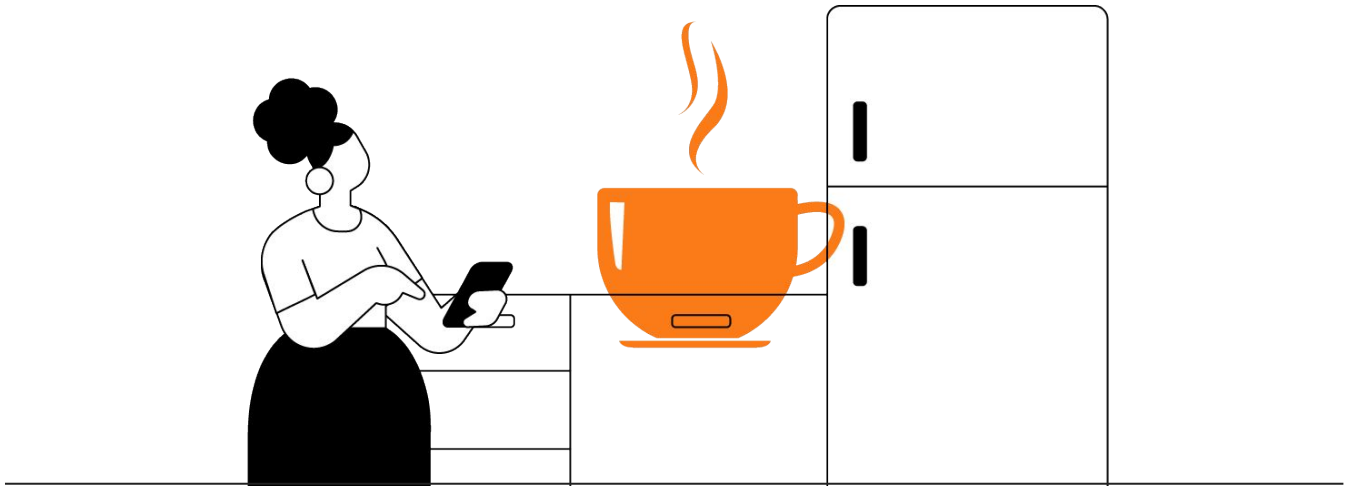
Q “resep cinnamon roll” ▲ 55%
(cinnamon roll recipe)

“resep spaghetti panggang brulee”

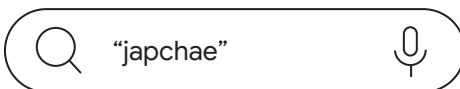
the recipe, which is a mixture of spaghetti bolognese and bechamel sauce baked into a creamy pasta dish, has gone viral in Indonesia in recent months

“resep spaghetti panggang brulee”

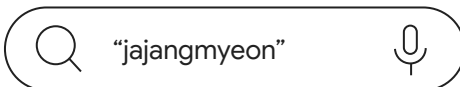




There is also rapidly growing interest in Korean food.



▲ 90%



▲ 30%

600%



"dalgona coffee"



DID YOU KNOW?

Searches for "**korean garlic bread**", said to have originated in Gangneung City in the Gangwon Province and originally eaten as street food, have grown significantly across Indonesia this year.

Indonesians
are increasingly looking
up easy-to-cook recipes
and appliances that
make cooking more
convenient.

“resep gampang”



growth in searches for
“pie susu teflon” (teflon milk pie), in
comparison to flat growth for “resep
martabak teflon” (teflon martabak
recipe) in the previous year



“resep gampang”



▲ 30%

(easy recipe, especially for desserts)



“tanpa mixer”



▲ 100%

(without mixer)



“tanpa oven”



▲ 85%

(without oven)



“air fryer”



▲ 85%

Indonesians staying indoors are opting to dine at home.



increase in searches for **“pesan antar”** (delivery), in comparison to -30% in the previous year

They are recreating out-of-home experiences indoors.



rise in searches for **“utensils”**



growth in searches for **“tableware”**

Some are even becoming home baristas.



increase in search queries for **“cara membuat kopi”** (how to make coffee)



jump in searches for **“kopi instan”** (instant coffee)



rise in searches for **“cold brew”**

Indonesian consumers are becoming more proactive about their health, and are mindful of eating and drinking right.



74%

rise in searches for
“**makanan rendah kalori**”
(low calorie food)



200%

the zero-calorie “**shirataki**”
noodles were already popular
last year, but searches grew
by 2x in 2020



43%

increase searches
for “**low fat**”

Boosting immunity through vitamins...



“vitamin c”



▲ 100%



“vitamin d”



▲ 70%

...and health through more
traditional herbal drinks



“minuman herbal”



▲ 275%

(herbal drinks), as people sought
ways to boost immunity



“wedang uwuh”



▲ 130%

(in Javanese, ‘wedang’ means drinking and
‘uwuh’ means trash, referring to the dry
herbs and sugar found in the drink)

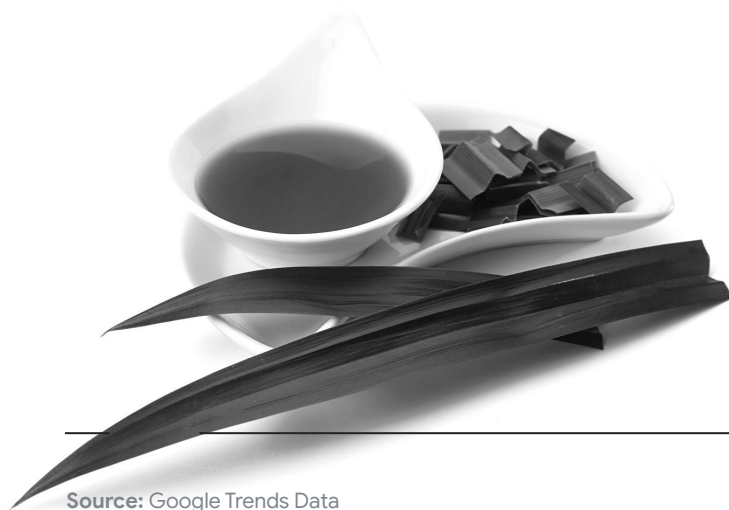


“temulawak”



▲ 20%

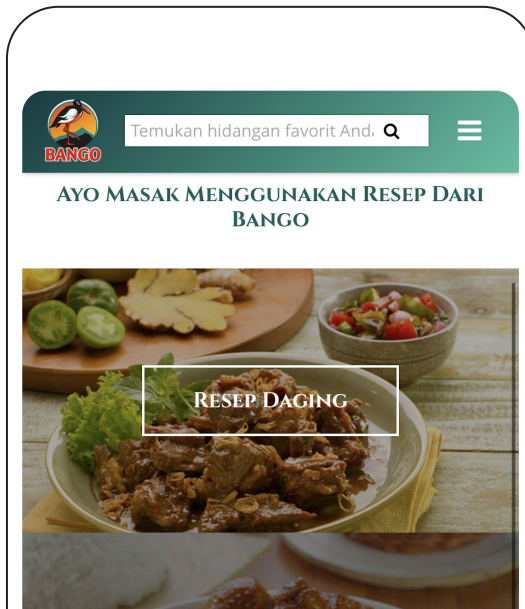
(curcuma)



Source: Google Trends Data

Takeaways for brands

1. Provide the inspiration your audience needs.



Indonesians are spending more time cooking while staying indoors. Provide inspiration on how they can use your products with easy recipes.

Bango showcased the various recipes people could create using their ingredients on their website.

2. Change how you reach your customers.

More Indonesians are eating in or ordering in. Find creative ways to entice customers to try your products. Add variety to your menu, such as frozen foods, to make cooking at home easier or offer incentives to those who buy in bulk.



Takeaways for brands

3. Leverage new trends to become a culinary trendsetter.

The pandemic has unlocked new food trends. Show consumers how your products can be integrated into them.



With trends surrounding Korean food taking off, Mie Sedaap collaborated with Korean icon Siwon to promote their new Korean noodle product line.

4. Focus on the health benefits.

With Indonesians becoming more proactive about their lifestyle choices, devise effective strategies to build brand loyalty early in consumers' search for health. Create awareness about your products and educate consumers about their health benefits.

Tip

Be creative with ad copies. Getting the right message across at the right time is vital.

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](https://www.pewresearch.org), 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
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