

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



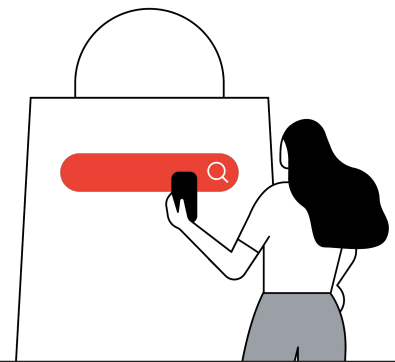
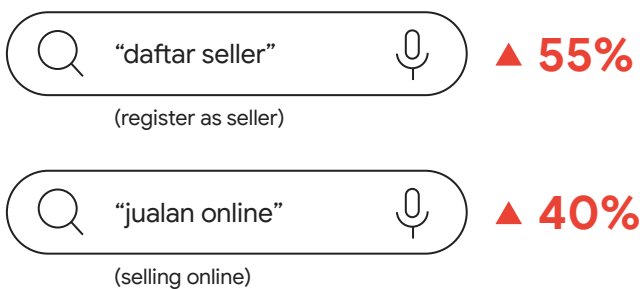
Shopping

Shopping has evolved significantly across Indonesia since the start of COVID-19. Consumers are growing smarter in how they interact with and expect from brands. They also do not hesitate to log on to sell products or promote their side businesses.

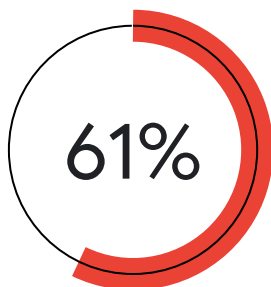


There is growing interest in online businesses in the country. Indonesians are discovering that starting a side business or a homegrown business can be beneficial, especially in uncertain times.

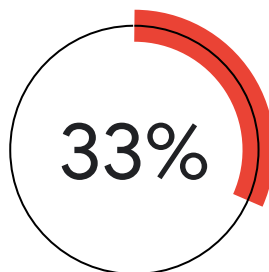
Rise in searches:



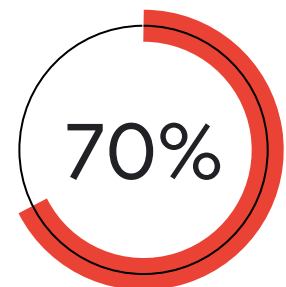
It isn't just millennials, Gen X and boomers who are purchasing online. The country's Gen Z* are digital natives with their own preferences and habits, and increasing spending power. This year, their relationship with retailers has moved decisively online.



bought a clothing/shoe
/accessory online

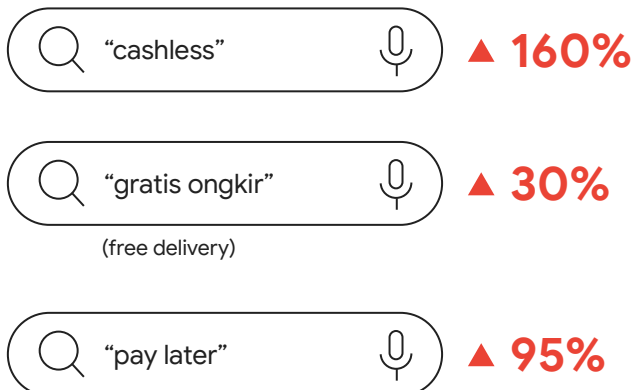


searched for brand or
product information
(in the last month)



bought low engagement,
high frequency products such as
toilet paper, shampoos and
groceries online

Indonesians are still actively purchasing, but they are choosing to order online. They are also becoming sophisticated and looking for specific features when they shop.

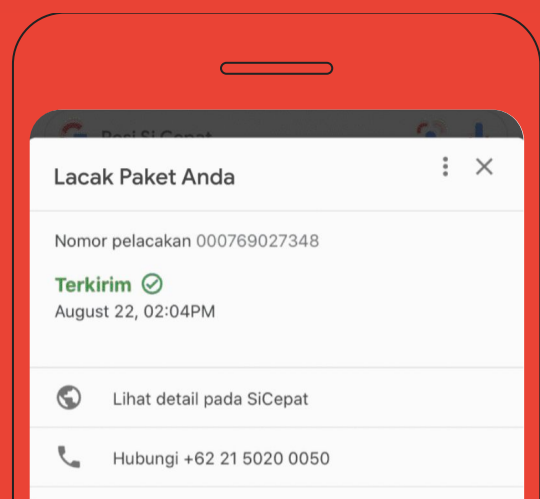
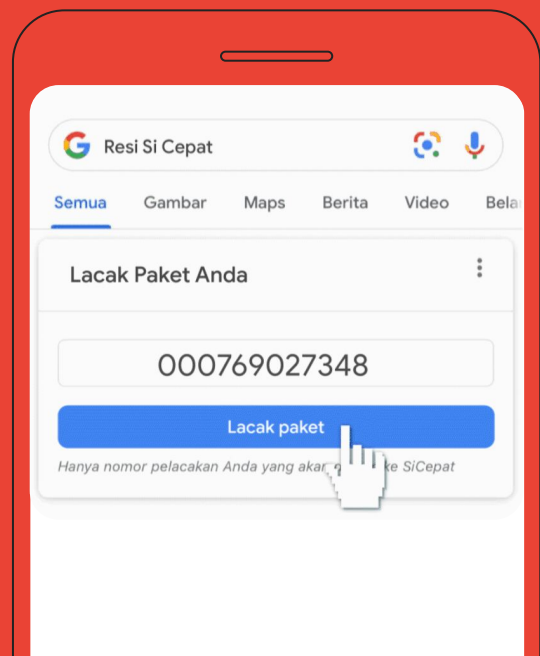


"contactless delivery"

has seen a significant rise in search queries in Indonesia caused by the need to minimize face-to-face interactions due to the coronavirus pandemic

DID YOU KNOW?

You can now track your delivery packages easily with Search.



Consumers are using Google to help them with shopping. Many are looking for basic essentials with the help of Search.

“fresh produce”

50%

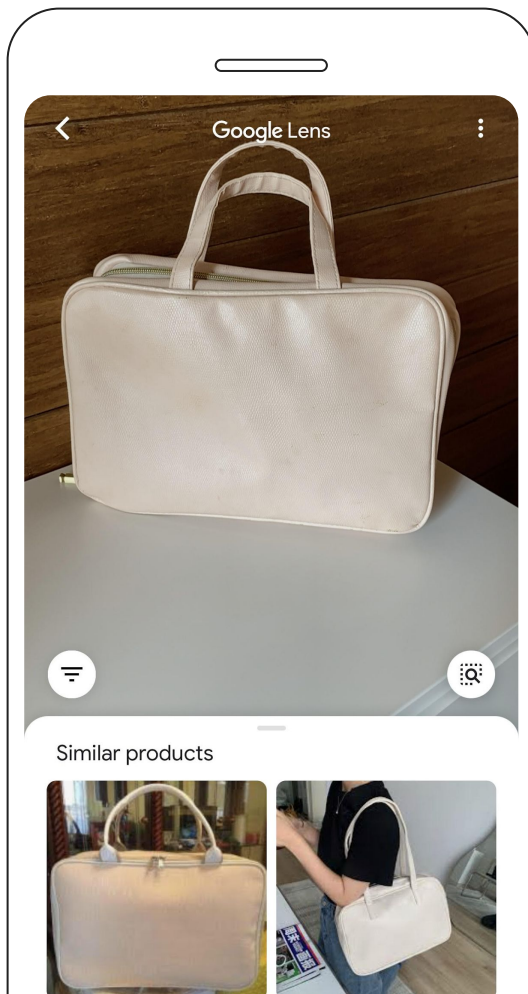
rise in searches
in 2019

90%

rise in searches
in 2020

“deterjen” (detergent)

26% jump in searches in 2020 for the **homecare product**, while searches for hand surface-cleaning products spiked by 100% due to growing focus on personal and home hygiene



DID YOU KNOW?

Google Lens can help you find a style that you like.

See an outfit that caught your eye? Or a chair that's perfect for your living room? Get inspired by similar clothes, furniture, and home decor—without having to describe what you're looking for in a Search box.

Google Lens helps consumers find the best products they see easily by searching through your camera or even existing screenshots.

There is rapidly growing interest in furniture in Indonesia this year as more people work from home.

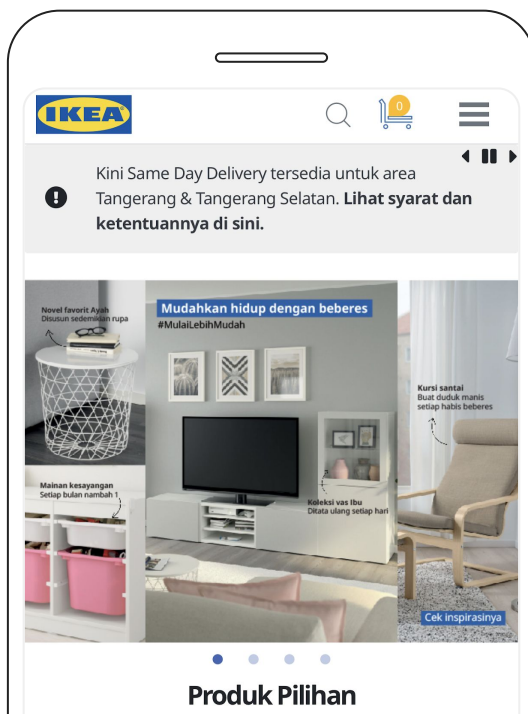


rise in searches for “rak” (shelves)



increase in searches related to “ergonomis” (ergonomic products) that are known to facilitate ease of use and reduce injuries

How IKEA dug deep into data to understand their audience's intention



“

With Search's audience targeting capabilities, we were able to define audiences that were searching for furniture, and effectively reach out to them. Through adopting a full-funnel Google approach, IKEA achieved 30% less cost per acquisition (CPA), 2x sales on IKEA.co.id, and 20% increase in conversion rate on our online store. Search helped to deliver higher conversions at a lower CPA, making it the biggest digital channel for IKEA.

- Rizal M. Salazar, Digital & Web Manager

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Takeaways for brands

1. Be there for your consumers.

Consumers going online are not just as buyers, but sellers too. Brands should embrace Indonesia's entrepreneurial spirit and reach out to SMBs. Show up for your consumers by highlighting that we are all in this together to build brand presence.



Tokopedia supported Indonesia's local economy through its #JagaEkonomiIndonesia campaign by encouraging people to start their businesses on their platform.



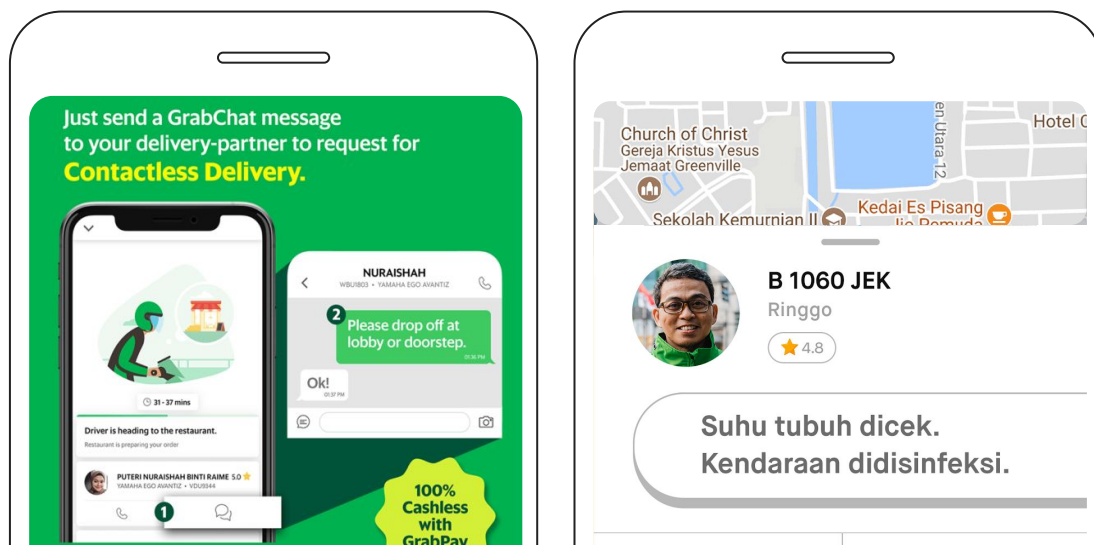
Takeaways for brands



2. Know your customers and match their demands.

Today's shoppers are smart and have high expectations. They want sophisticated shopping features and seek brands that highlight their value propositions or take it to the next level. Reach out to them by making online shopping convenient, offering multiple payment options, and free and contactless delivery.

Grab and **Gojek** adapted during the pandemic. Grab introduced contactless delivery for its GrabFood and GrabExpress services to minimize physical contact, while **GoFood** added quick reply options in the app for users to indicate where to leave their items as well as temperature checks of their drivers to assure safety to their customers.



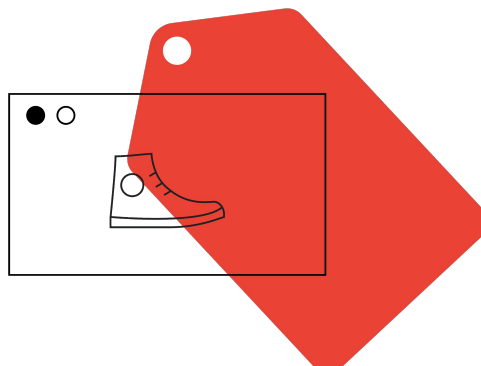
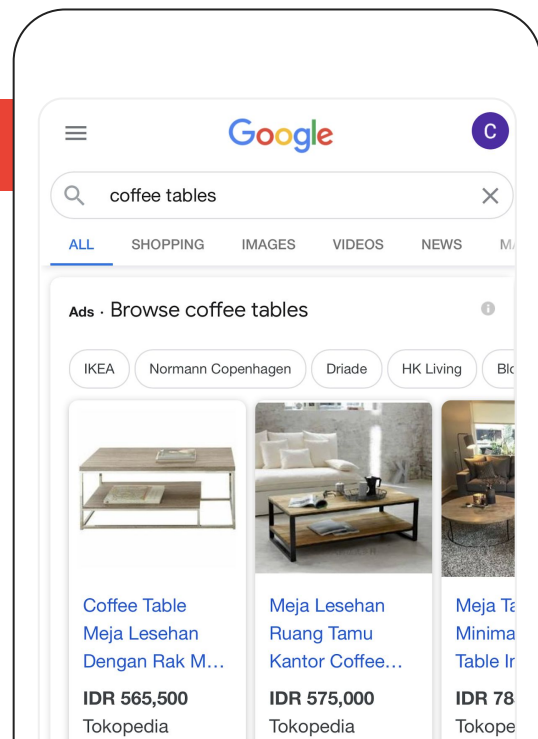
Takeaways for brands

3. Invest in content creation.

As consumers shop online for new product types, they are valuing informative content now more than ever. Create content to help them choose between products and services they're considering, and provide tips on using your product or service after purchase. Being proactive is key, so ensure that you are taking matters into your own hands by measuring the ROI of your ads investment by creating your own landing pages/website.

Tip

Set up Google Shopping campaigns with useful product description and information about your products so consumers can easily be guided when they are making a purchase.



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
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.*

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