



COVID-19'S IMPACT ON INDONESIAN LIFESTYLE

MAY 2020

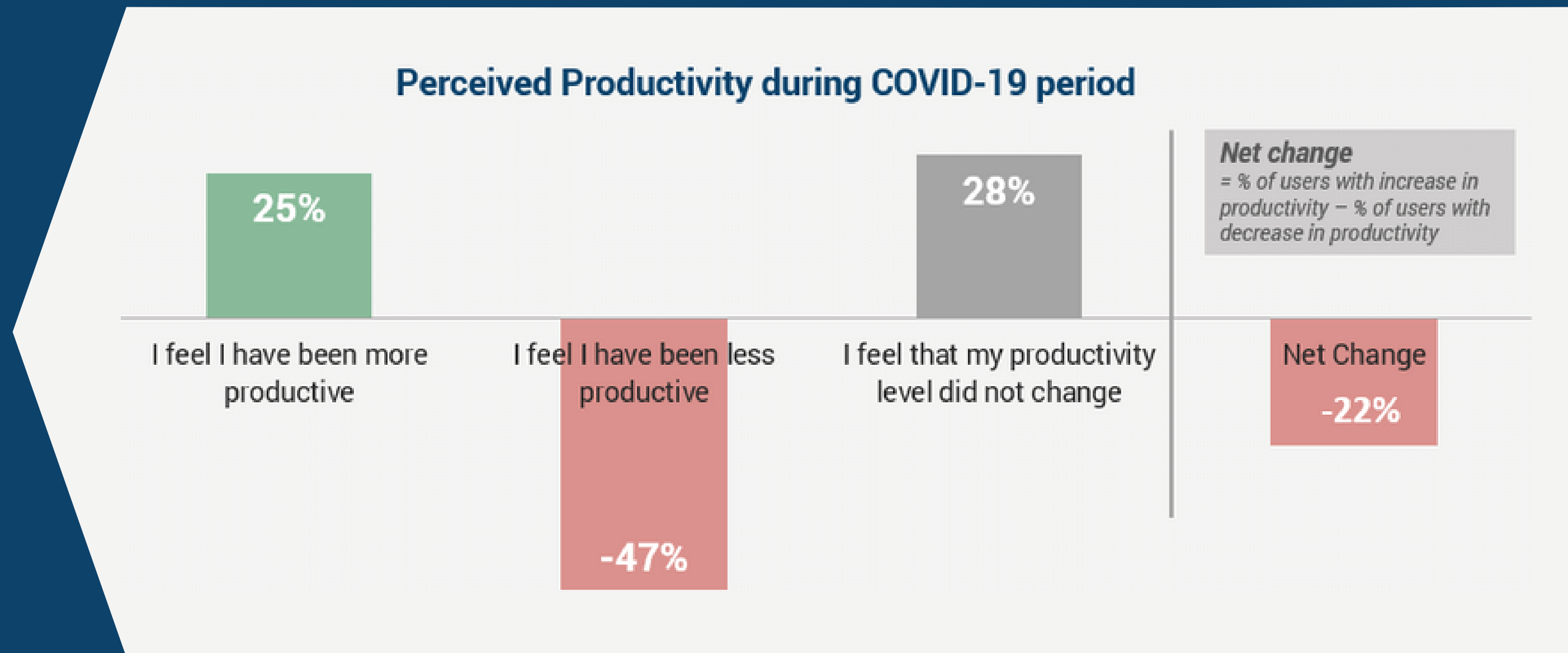


Overall, there is a **decline in productivity** during COVID-19 lockdown as 47% of Indonesians feel less productive now compared to pre-lockdown period.

-22% ▼



PRODUCTIVITY

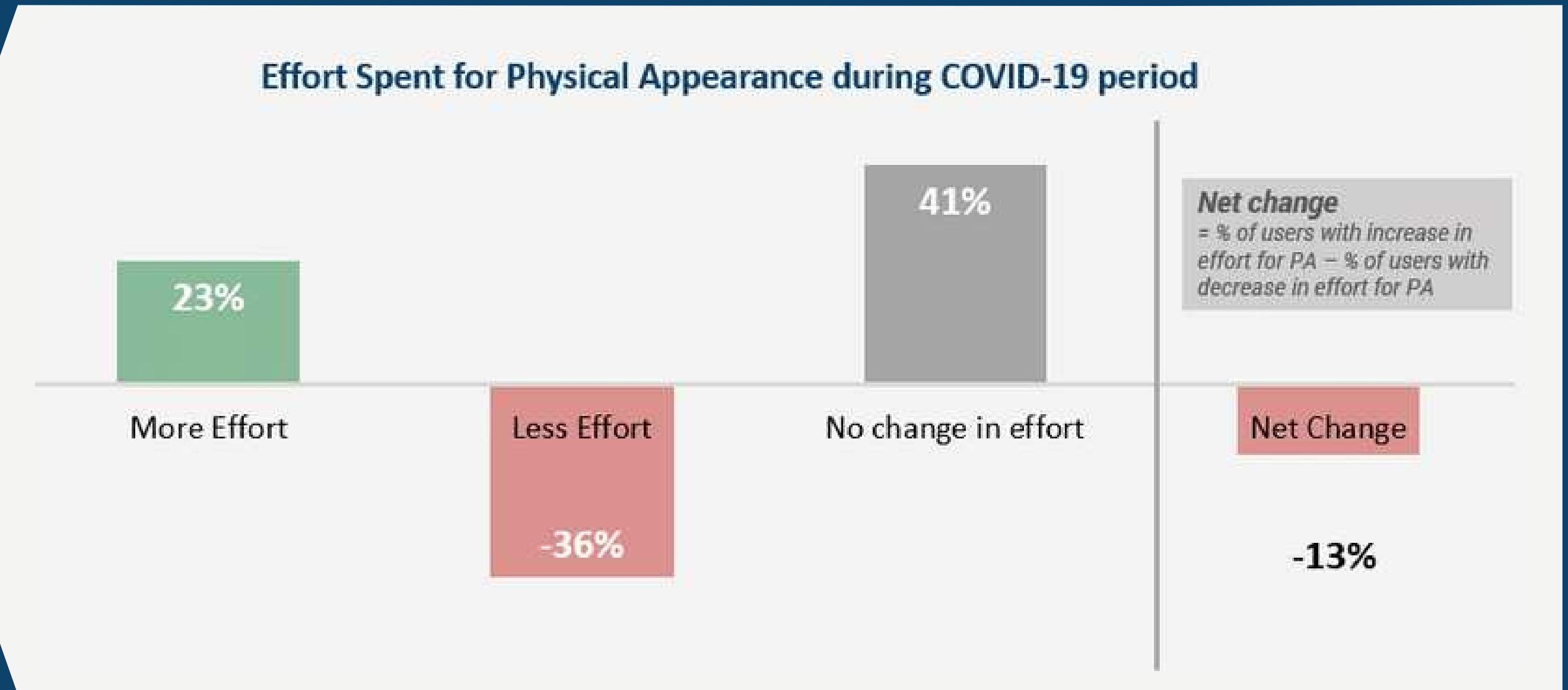


Overall, there is a **decline in effort to maintain appearance** during COVID-19 lockdown as 36% of Indonesians do not feel the same need to put effort on their appearance as there is less need to go outdoors.

-13% ▼



**APPEARANCE
EFFORT**

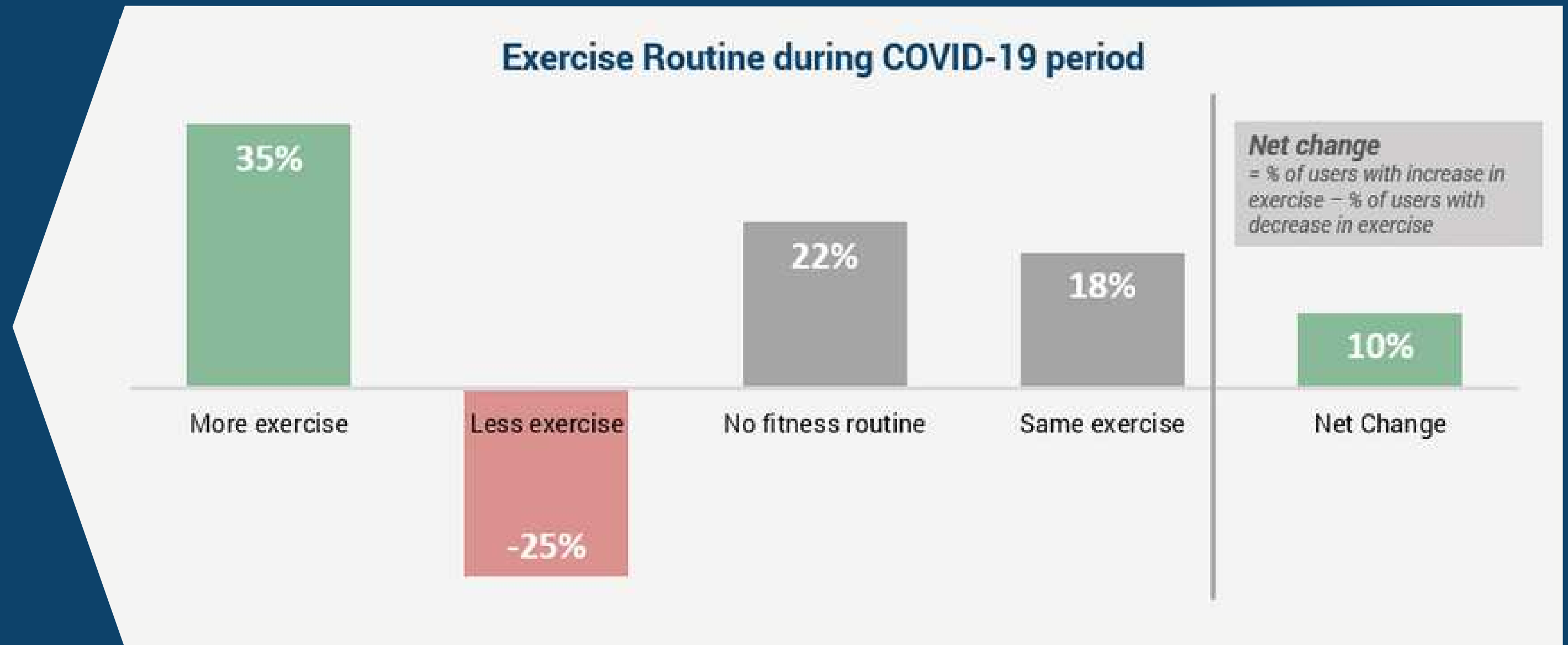


Overall, there is an **increase in physical exercises done** during COVID-19 lockdown as 35% of Indonesians either did more exercise or started exercising. However, not far in number are Indonesians who have observed their fitness activities decline (25%).

+10% ▲



EXERCISE

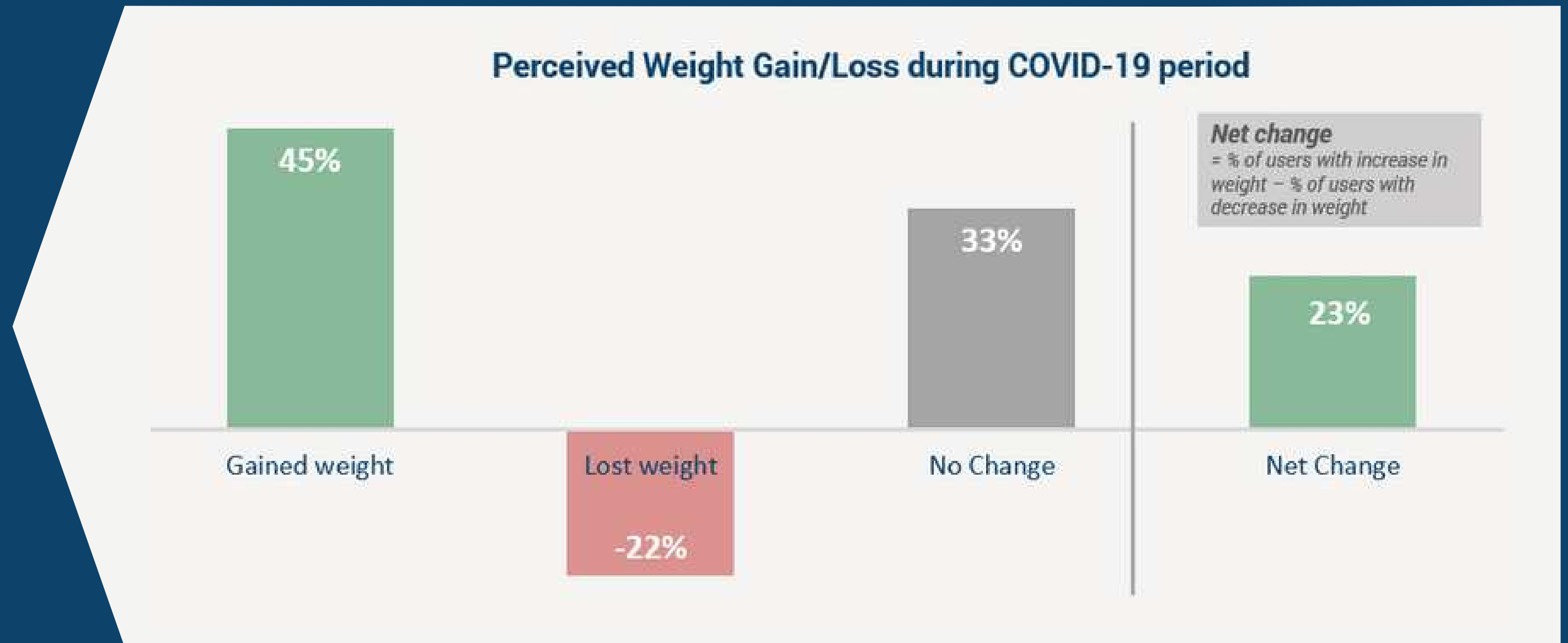


Overall, the COVID-19 lockdown resulted to **a net increase of Indonesians who gained weight** compared to pre-lockdown period as more people (45%) have gained weight compared to those who lost weight (22%).

+23% ▲



WEIGHT

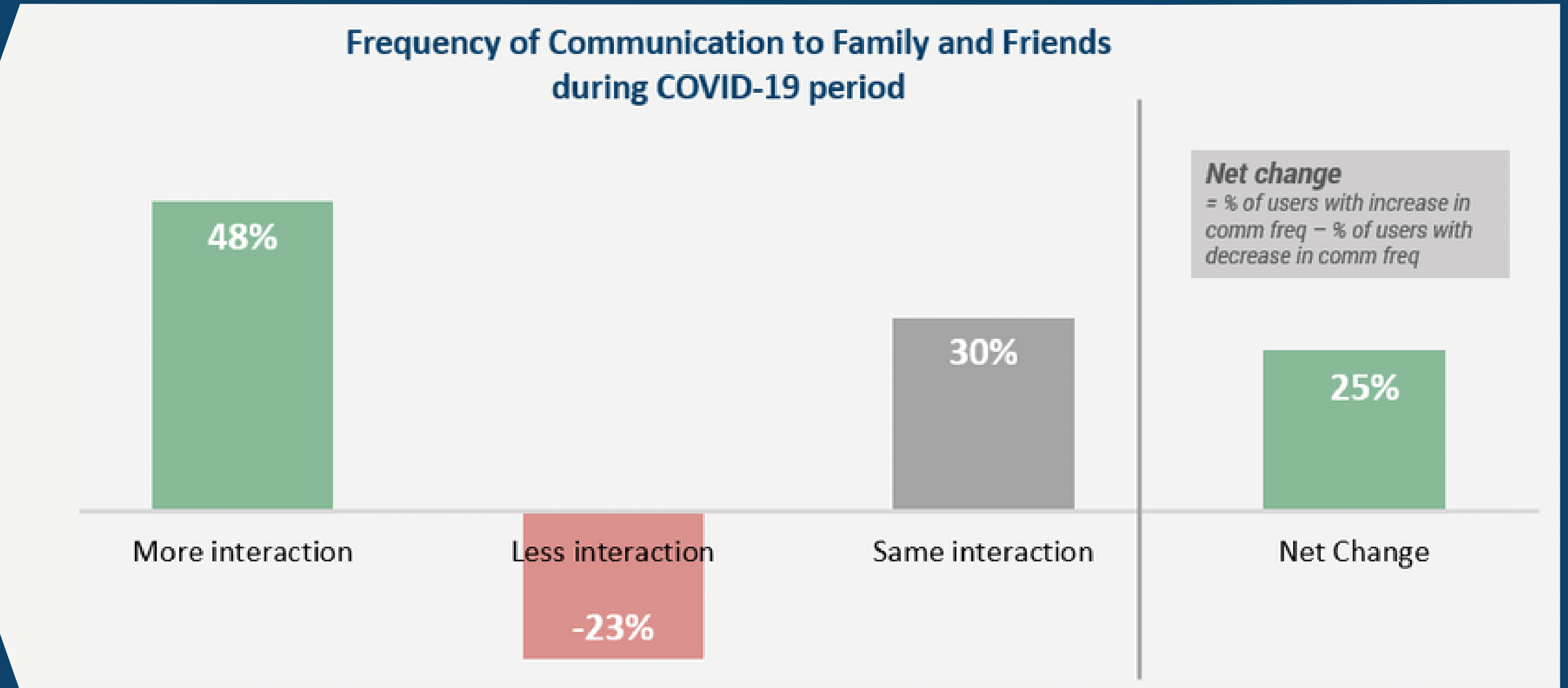


Overall, the COVID-19 lockdown resulted to **a net increase of Indonesians who feel they are connecting more with family and friends** now compared to pre-lockdown period.

+25% ▲



RELATIONSHIPS



SUMMARY

How did the COVID-19 lockdown affect Indonesians' lifestyle?

-22% ▼



PRODUCTIVITY

-13% ▼



APPEARANCE
EFFORT

+10% ▲



EXERCISE

+23% ▲



WEIGHT
GAIN/LOSS

+25% ▲



RELATIONSHIPS



Would you like to know more about how
the '**New Normal**' is affecting
Indonesians' consumption behavior?

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