



# INDONESIANS' ONLINE GROCERY HABIT DURING PSBB

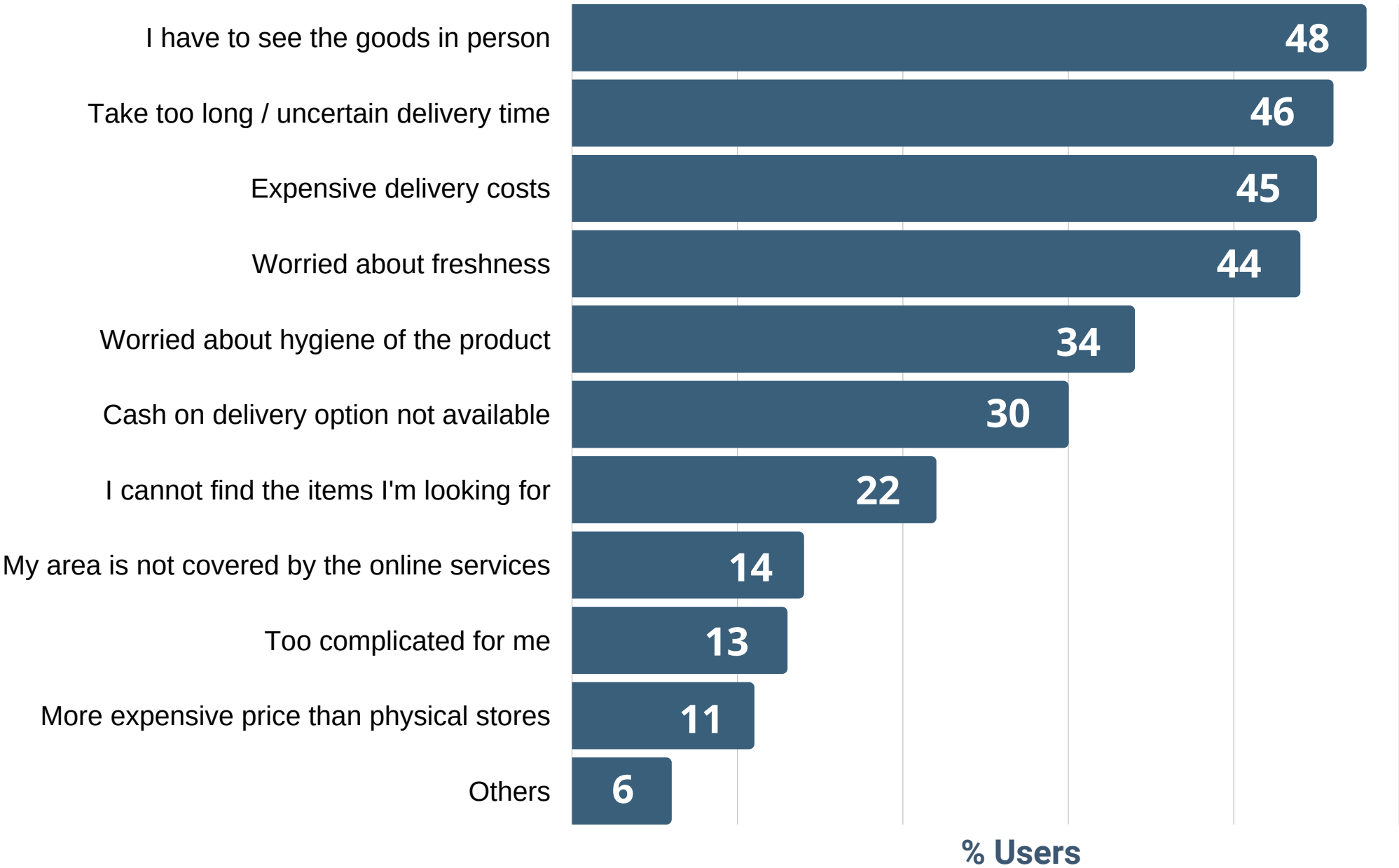
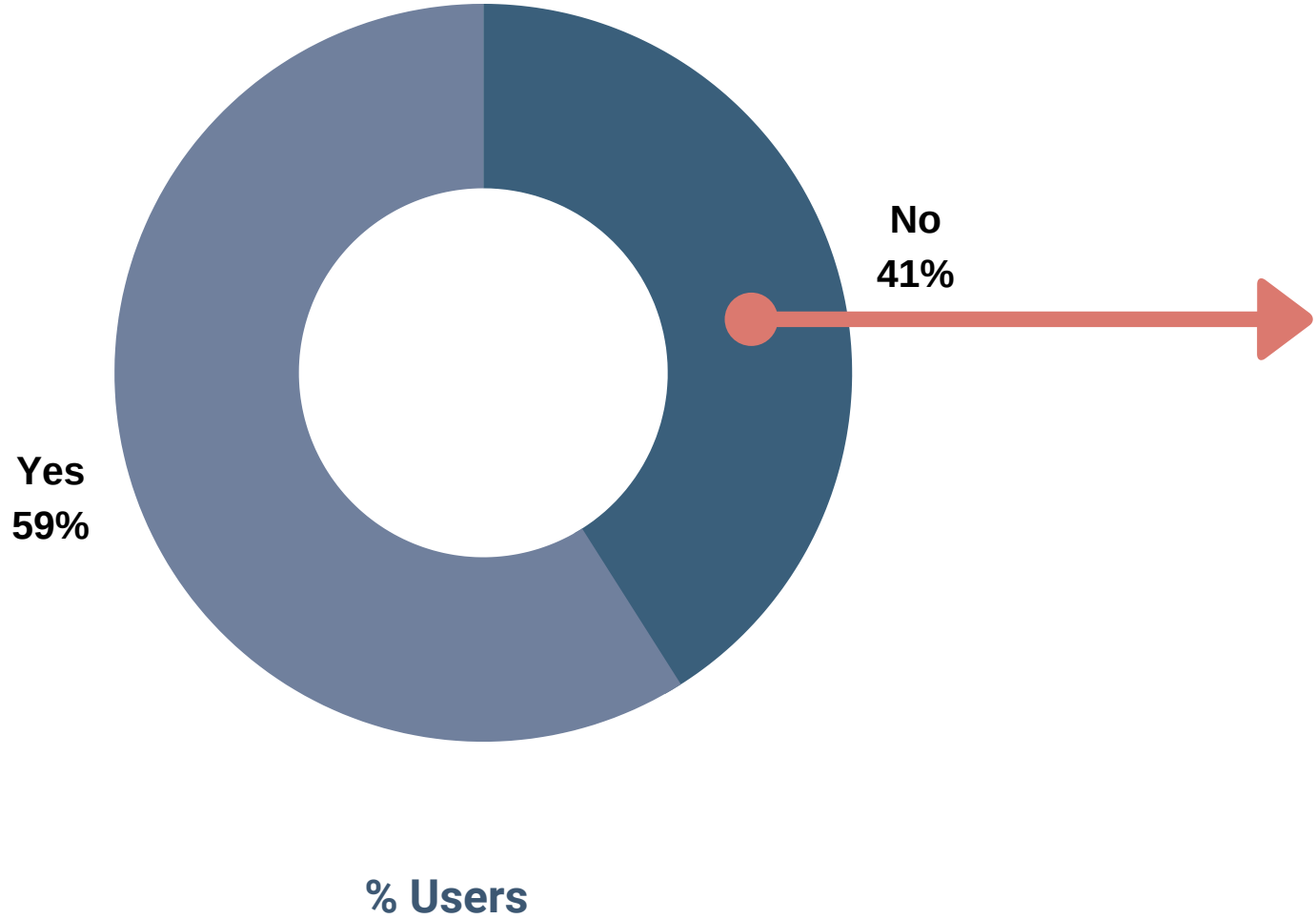
MAY 2020



Majority (59%) of Indonesians have tried online grocery shopping. Those who have not, cites delay in seeing the products and delivery cost as top barriers to trial.

Why have not you bought your groceries online?

Have you ever bought your groceries online?

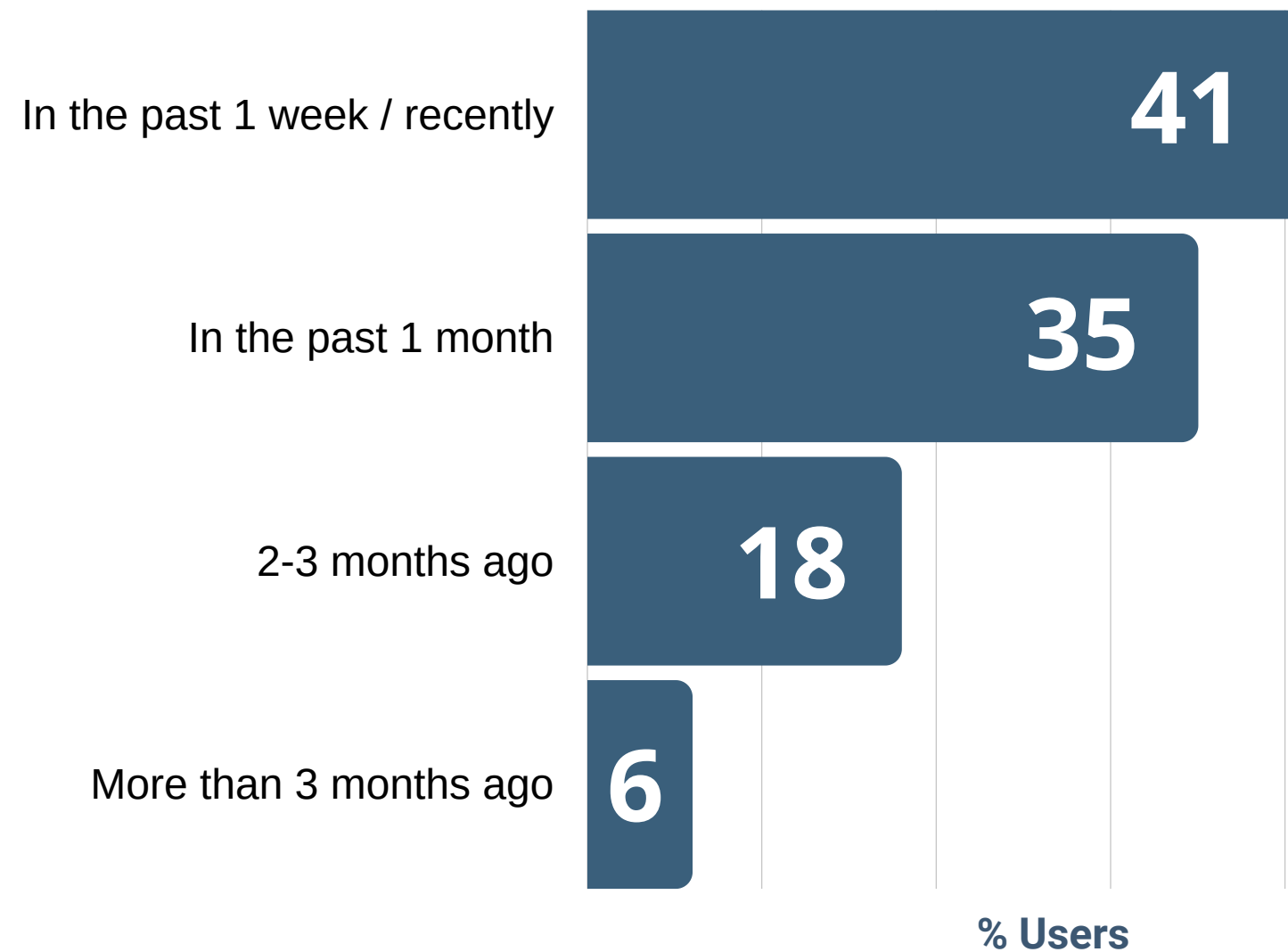


Source: Snapcart COVID-19 Online Groceries Survey, May 18 to 20, 2020 (N = 3,763), weighted based on SUSENAS 2016 (SES, age group, region)

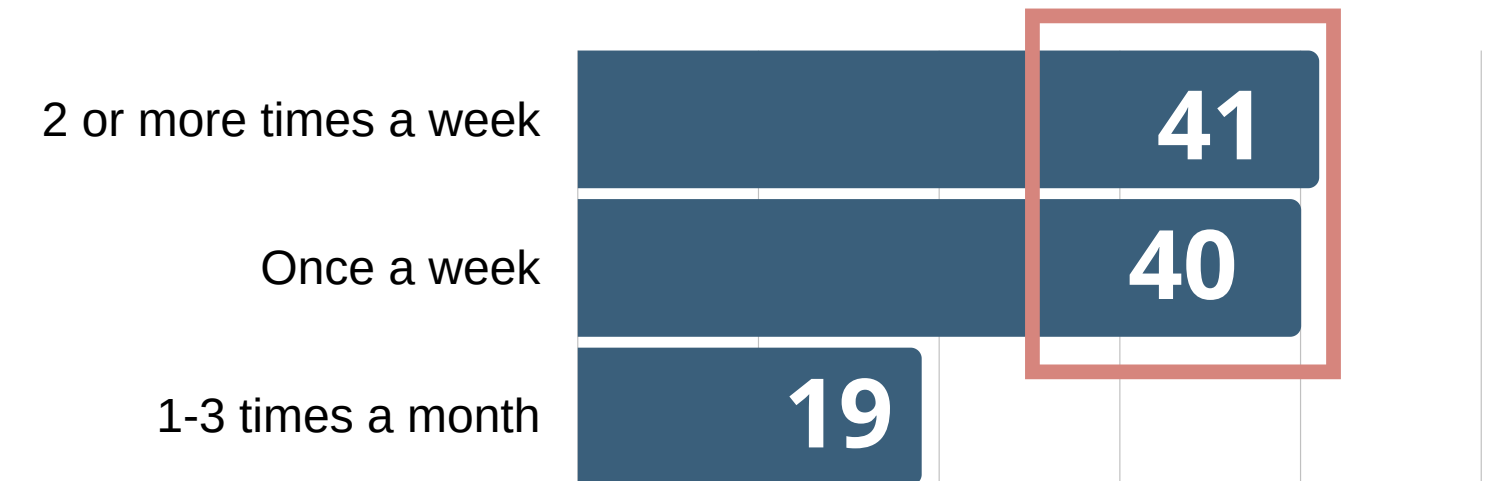


# Majority of online grocery shoppers (81%) shop at least once a week for groceries.

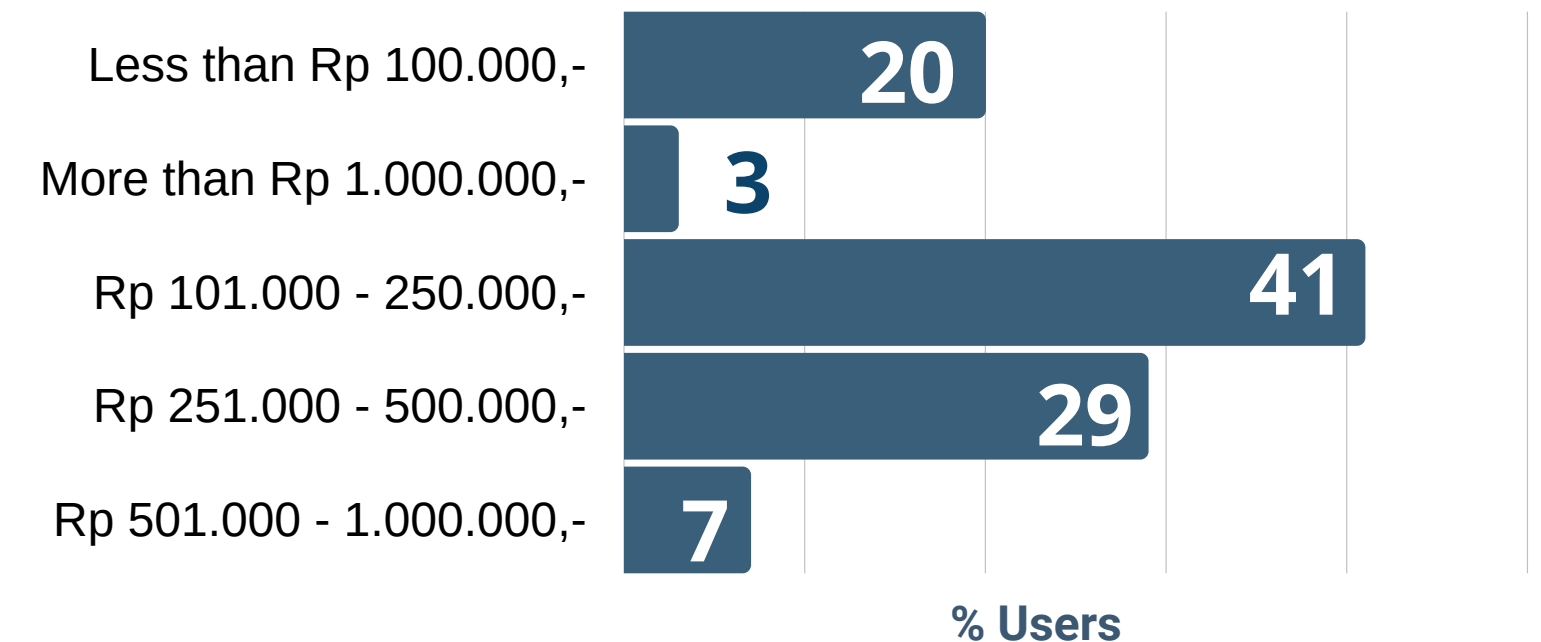
## When was the last time you bought your groceries online?



## How often do you buy groceries online in a month?



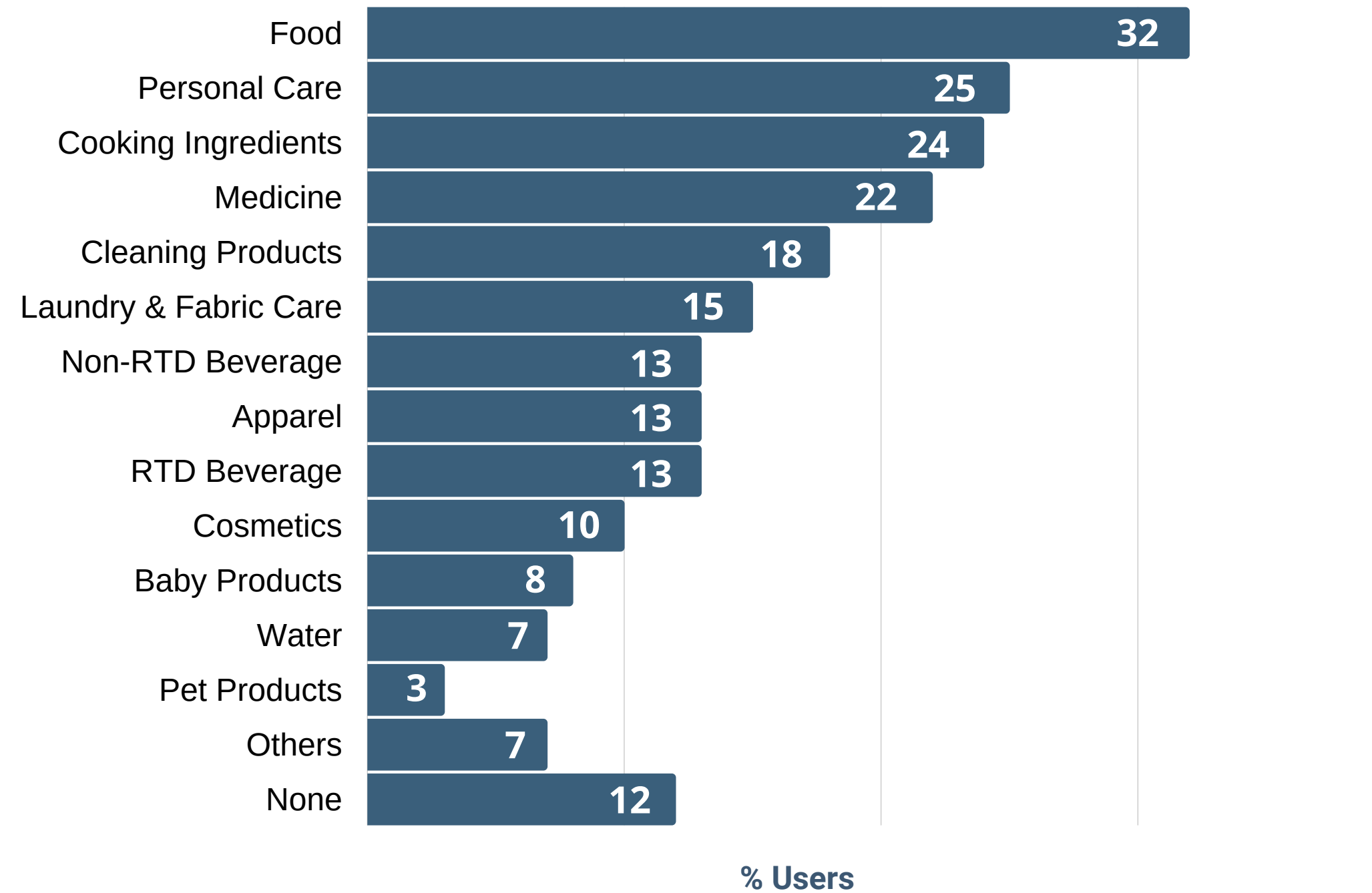
## How much money do you spent per order?



# Daily necessity products are the categories most purchased online during the COVID-19 pandemic



*What categories do you **buy more online during COVID-19 pandemic?***

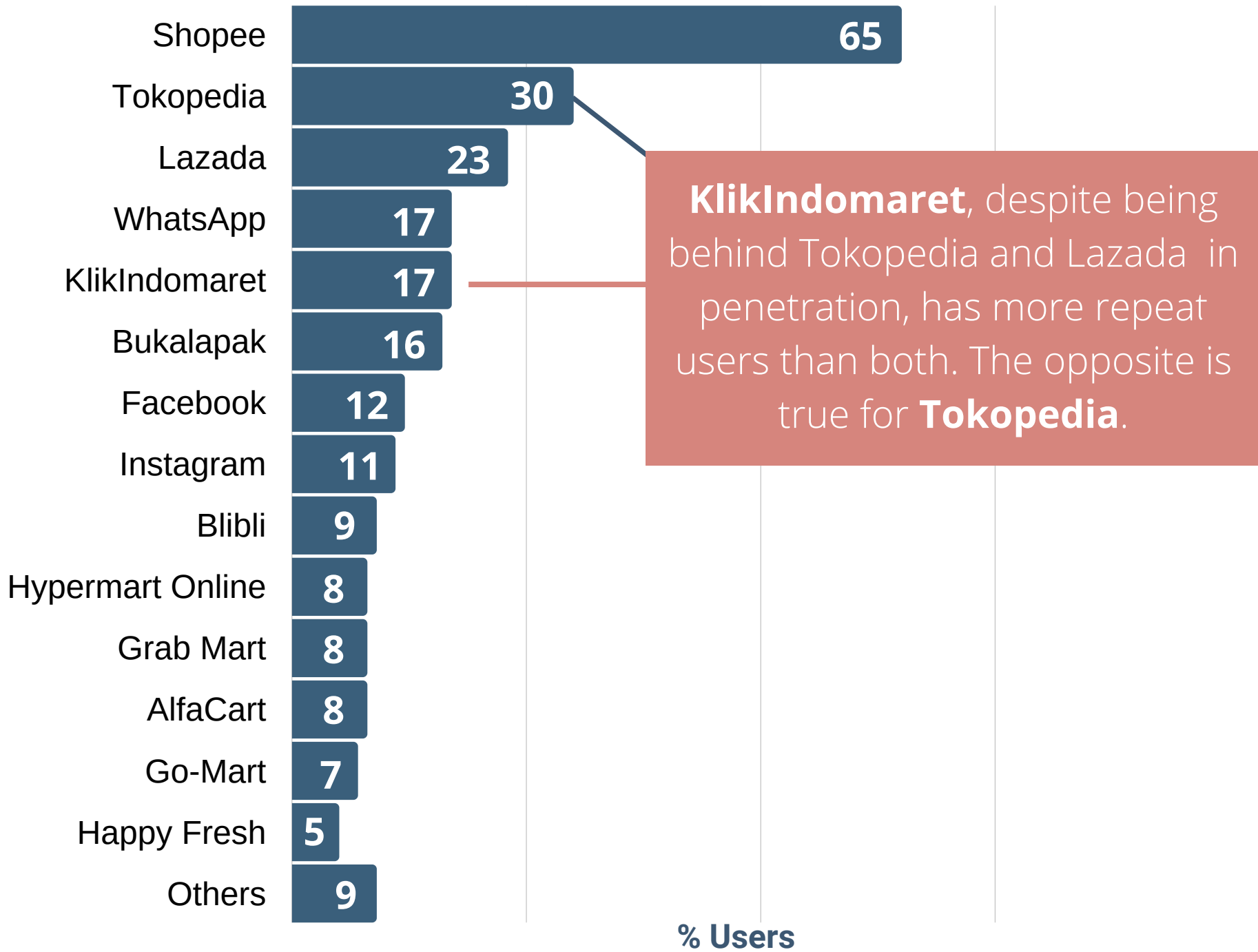


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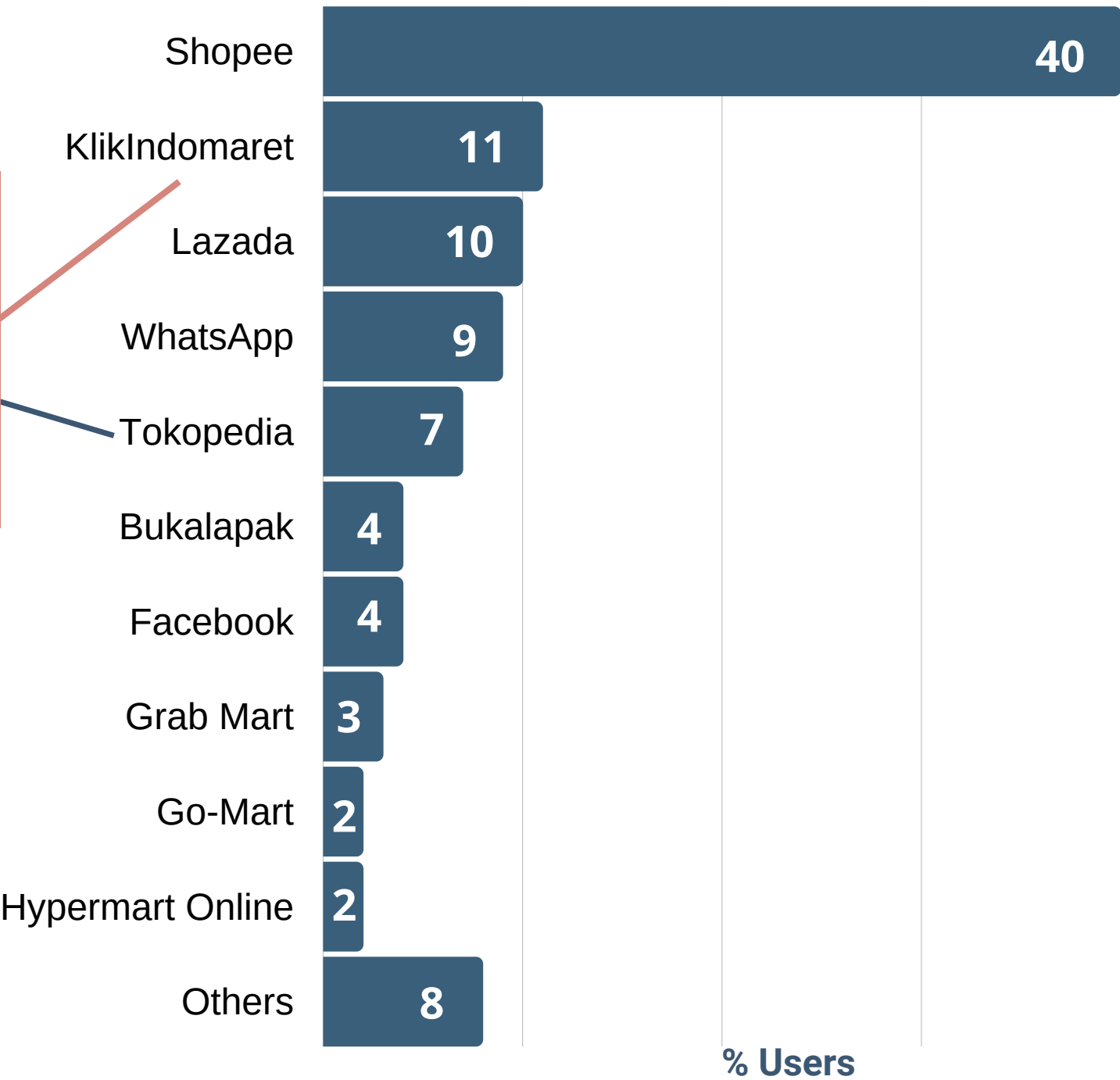
# Shopee winning as Indonesia's most used online grocery platform by a huge margin.



What platform have you ever used to do your online groceries shopping?



Groceries Platform Used Most Often

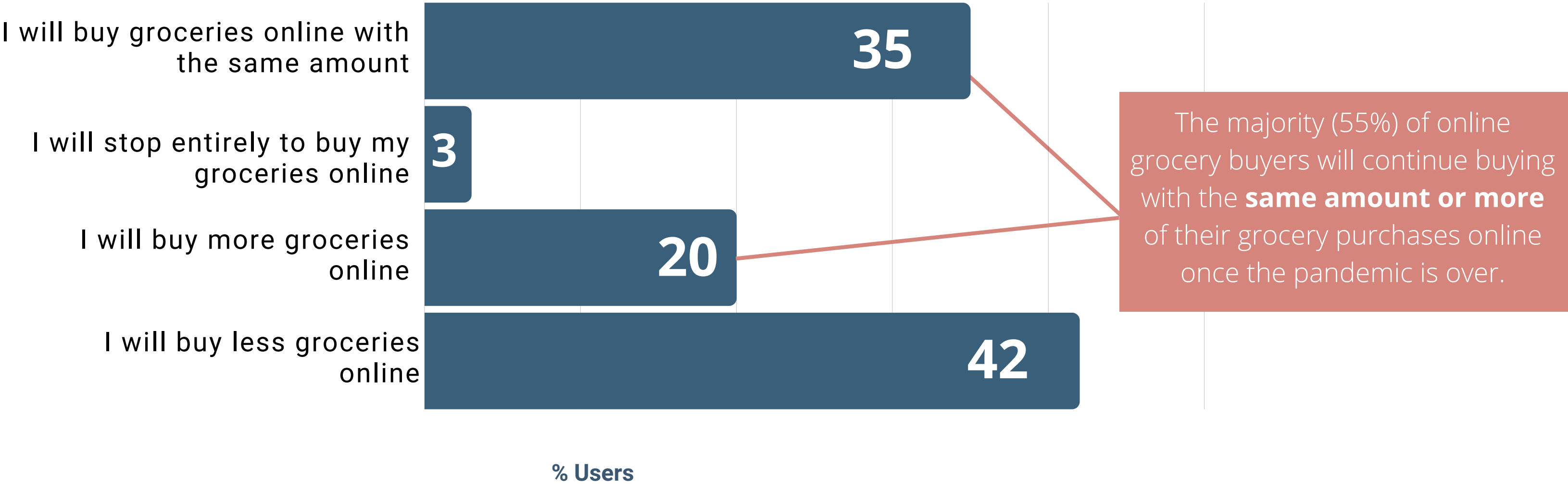


Source: Snapcart COVID-19 Online Groceries Survey, May 18 to 20, 2020 (N = 3,763), weighted based on SUSENAS 2016 (SES, age group, region)

Once the pandemic is over, 97% will continue buying groceries online at different levels.



How do you plan to buy groceries *online* after the pandemic is over?

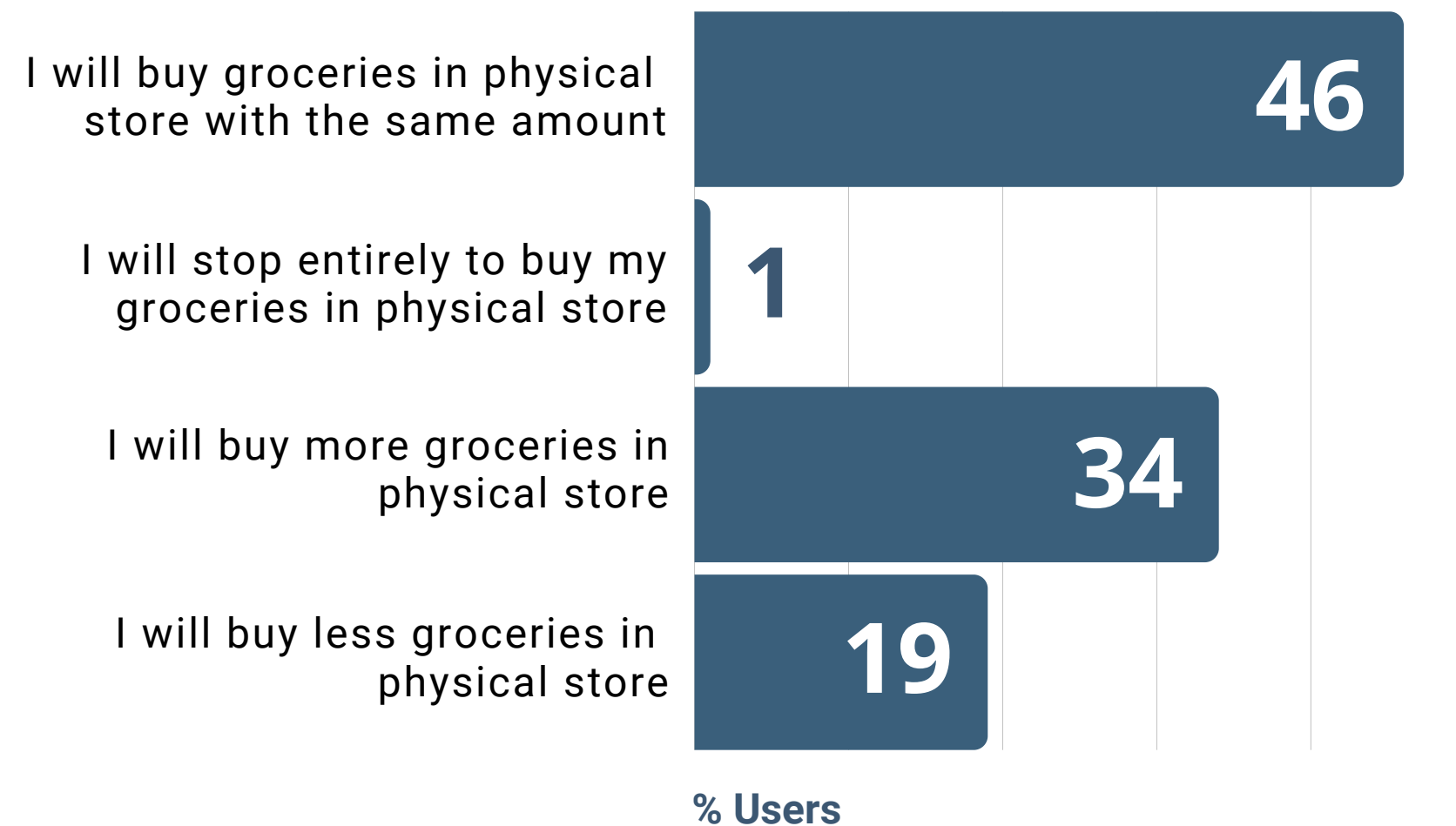


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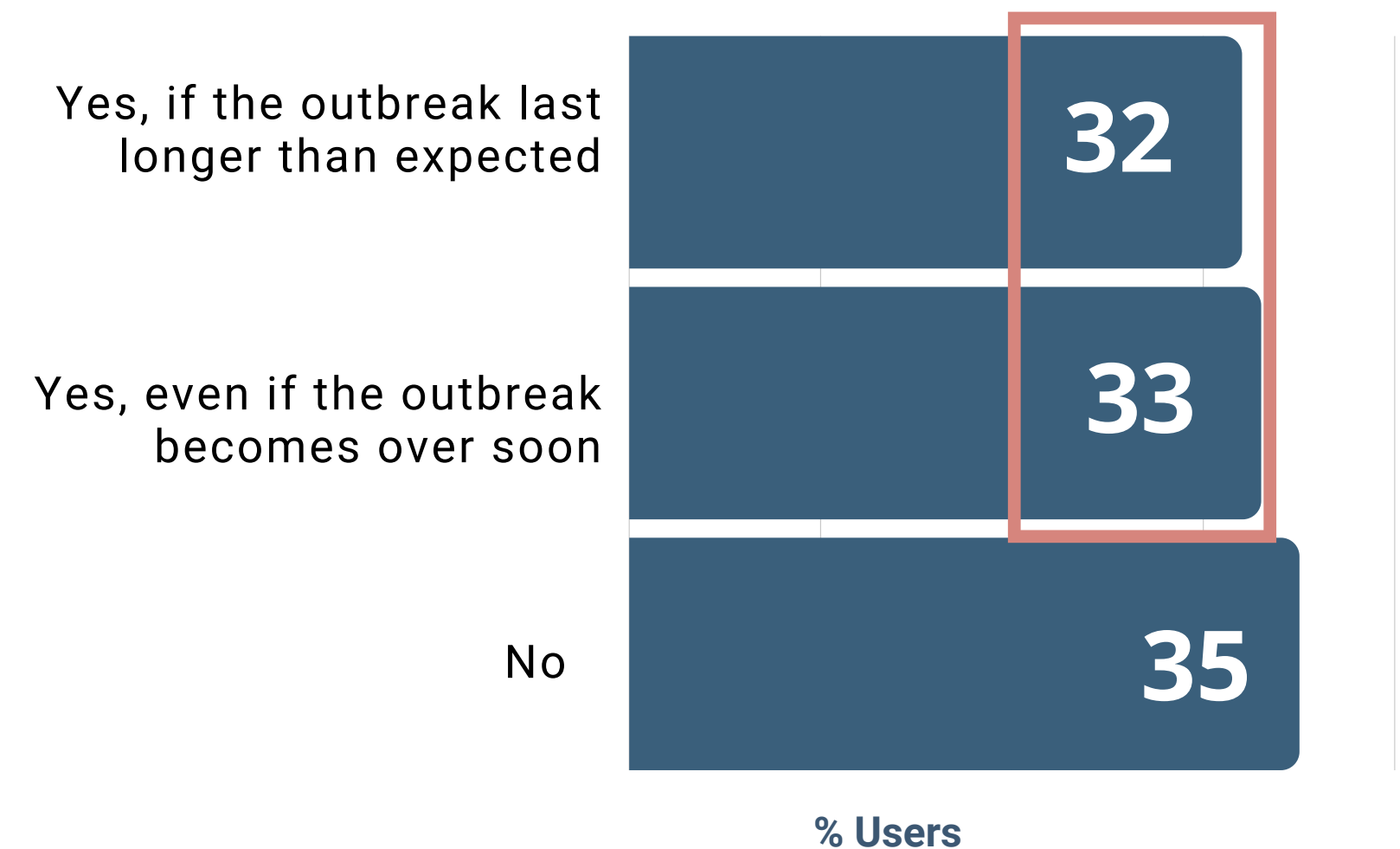
# Once the pandemic is over, 34% of exclusive physical store shoppers will buy more in physical stores; 65% will consider using online grocery shopping



How do you plan to buy groceries in **physical stores** after the pandemic is over?



Will you consider to buy your groceries online in the future?



Source: Snapcart COVID-19 Online Groceries Survey, May 18 to 20, 2020 (N = 3,763), weighted based on SUSENAS 2016 (SES, age group, region)



Would you like to know more about how  
the '**New Normal**' is affecting  
Indonesians' online grocery habits?

**REQUEST DEMO NOW**

