

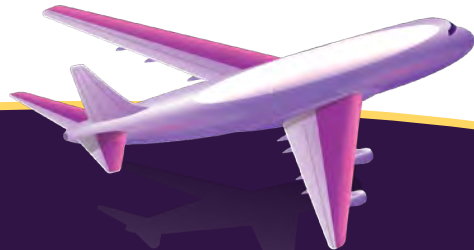
# E-Commerce in INDONESIA



## MARKET OVERVIEW



Population:	270 million
GNI per Capita:	US \$ 4,050
Ease of Doing Business:	Rank <b>73/190</b> Score <b>69.6/100</b>
Logistics Performance Indicator:	Rank <b>46/190</b> Score <b>3.15/5</b>
Currency:	Indonesian rupiah <b>Rp</b>
Free Trade Agreement:	N/A
Official Language:	Bahasa Indonesia
Domain:	.id



Internet Inclusivity:	Rank <b>57 / 100</b>
E-Government Development:	Rank <b>88 / 193</b>
% of Internet Users:	<b>48%</b>
Top 3 Search Engines:	Google <b>98%</b> , Yahoo! <b>0.6%</b> , Bing <b>0.4%</b>
Social Media Stats:	Facebook <b>54%</b> , Youtube <b>29%</b> , Instagram <b>6%</b> , Pinterest <b>6%</b> , Twitter <b>5%</b>
Mobile vs Tablet vs Desktop:	Mobile <b>67%</b> , Desktop <b>32%</b> , Tablet <b>1%</b>
Level of Cross-border E-commerce:	<b>20%</b>
E-commerce Market Value:	US \$ <b>13.6</b> billion
E-commerce Payment Methods:	Credit card <b>34%</b> , bank transfer <b>26%</b> , digital wallet <b>20%</b> , cash <b>14%</b>
Top Payment Services:	Paypal, Go-pay, Xendit

## E-COMMERCE TRENDS



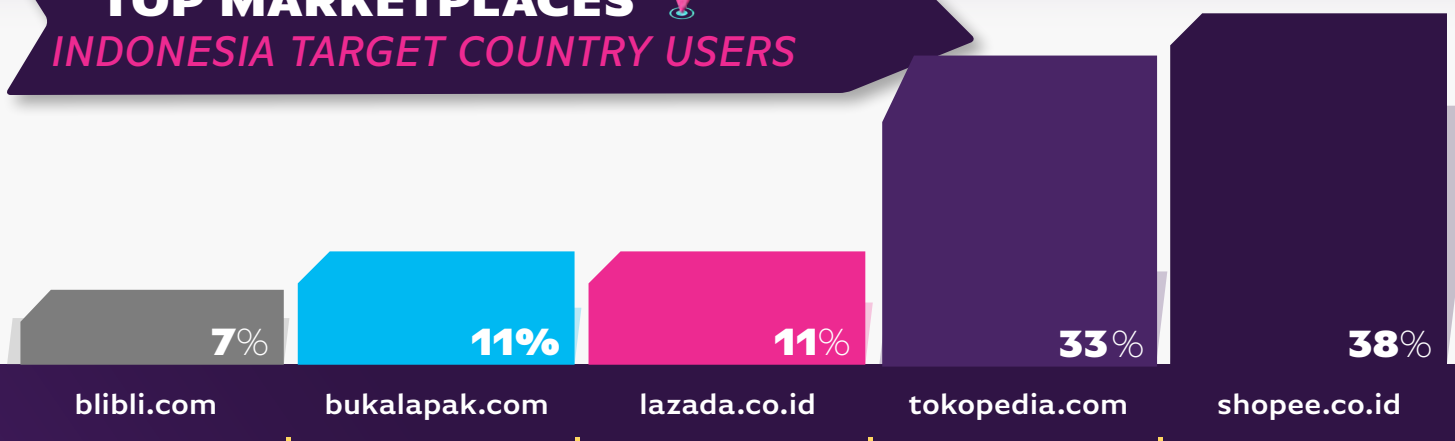
- Pre-pandemic the e-commerce market was growing at 37.5% a year and is projected further growth
- Indonesia is expected to be the fastest growing e-commerce market in SEA between 2018 and 2021
- Indonesia is focusing on logistical infrastructure development as it is composed of 17,000 islands
- Indonesian retailers reported that its members saw a four-fold increase in transactions using apps
- The rise of e-commerce will push the logistics sector to speed up modernization



## TOP MARKETPLACES



### INDONESIA TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
<a href="https://shopee.co.id">shopee.co.id</a>	B2B/B2C	horizontal-everything	Commission fees <i>Shopee Marketplace Guides</i>
<a href="https://tokopedia.com">tokopedia.com</a>	B2B/B2C	horizontal-everything	Membership fees, escrow fees <i>Tokopedia Marketplace Guides (id)</i>
<a href="https://lazada.co.id">lazada.co.id</a>	B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <i>Lazada Market Guide</i>
<a href="https://bukalapak.com">bukalapak.com</a>	B2C/B2B	horizontal-everything	Commission fees <i>Asian Market Partnership Guide</i>
<a href="https://bibli.com">bibli.com</a>	B2C/C2C	horizontal-everything	Commission fees <i>Bibli Global Sellers Program</i>

# E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *ACI Express Toll Global Express Royal Express*
- E-commerce Payment Processors: *Paypal Go-pay xendit*
- Digital Marketing Providers: *Next Digital Arfadia*
- E-commerce Platform Providers: *Shopify Woocommerce Volusion*

# E-COMMERCE RELATED LEARNING RESOURCES

## Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

## Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

## Trade Commissioner Services

- § *Doing Business in Indonesia*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

## Business Development Bank of Canada

- § *E-commerce Toolkit*

## Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

# FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

## Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

## Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

## Other programs

- § *LearnSphere*