



DIGITAL 2021

INDONESIA

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



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IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2021 **GLOBAL OVERVIEW REPORT**, WITH CLOSE TO 300 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021 **LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL DIGITAL OVERVIEWS FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%



UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

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INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%



ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



JAN
2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

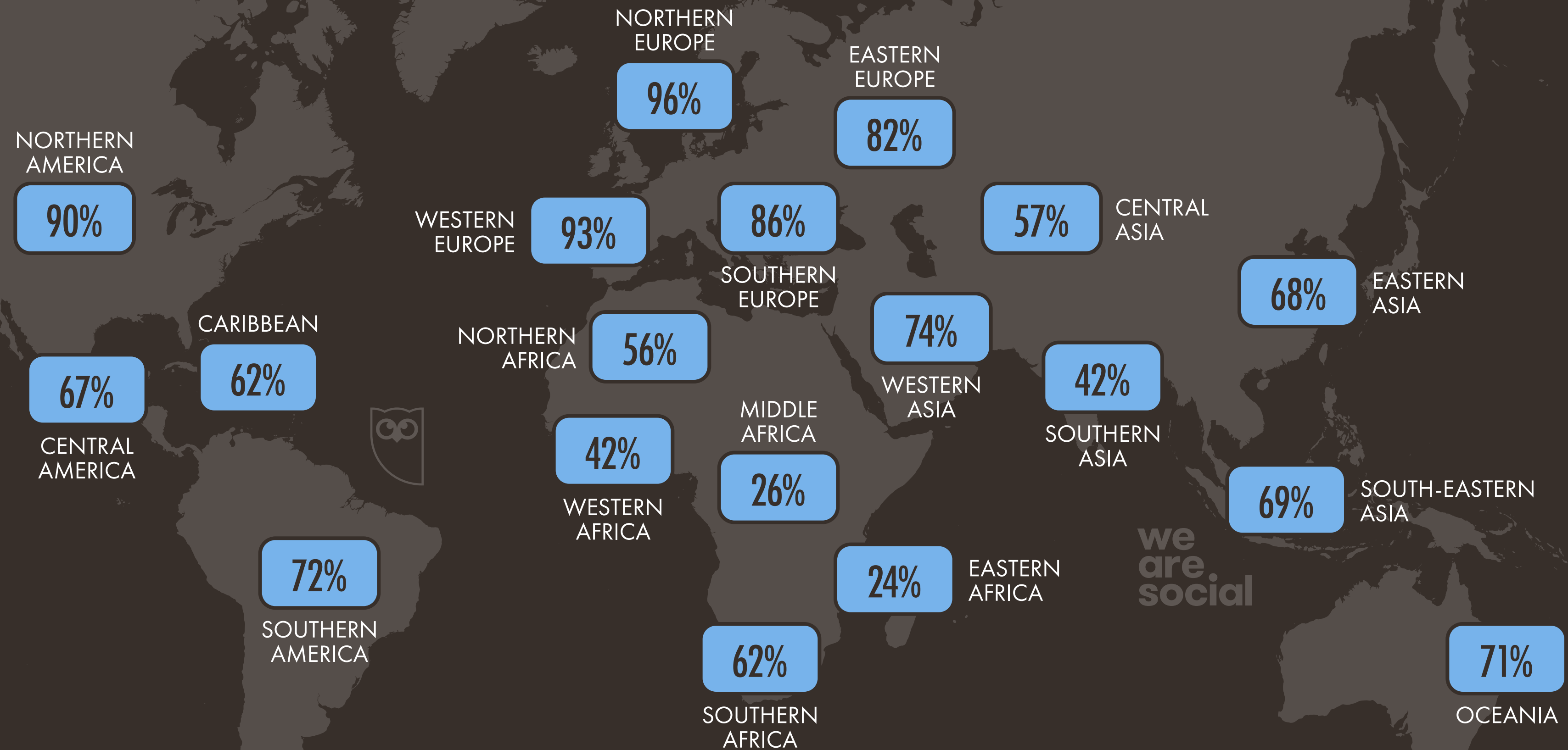
+490 MILLION

JAN
2021

INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.
ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

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we
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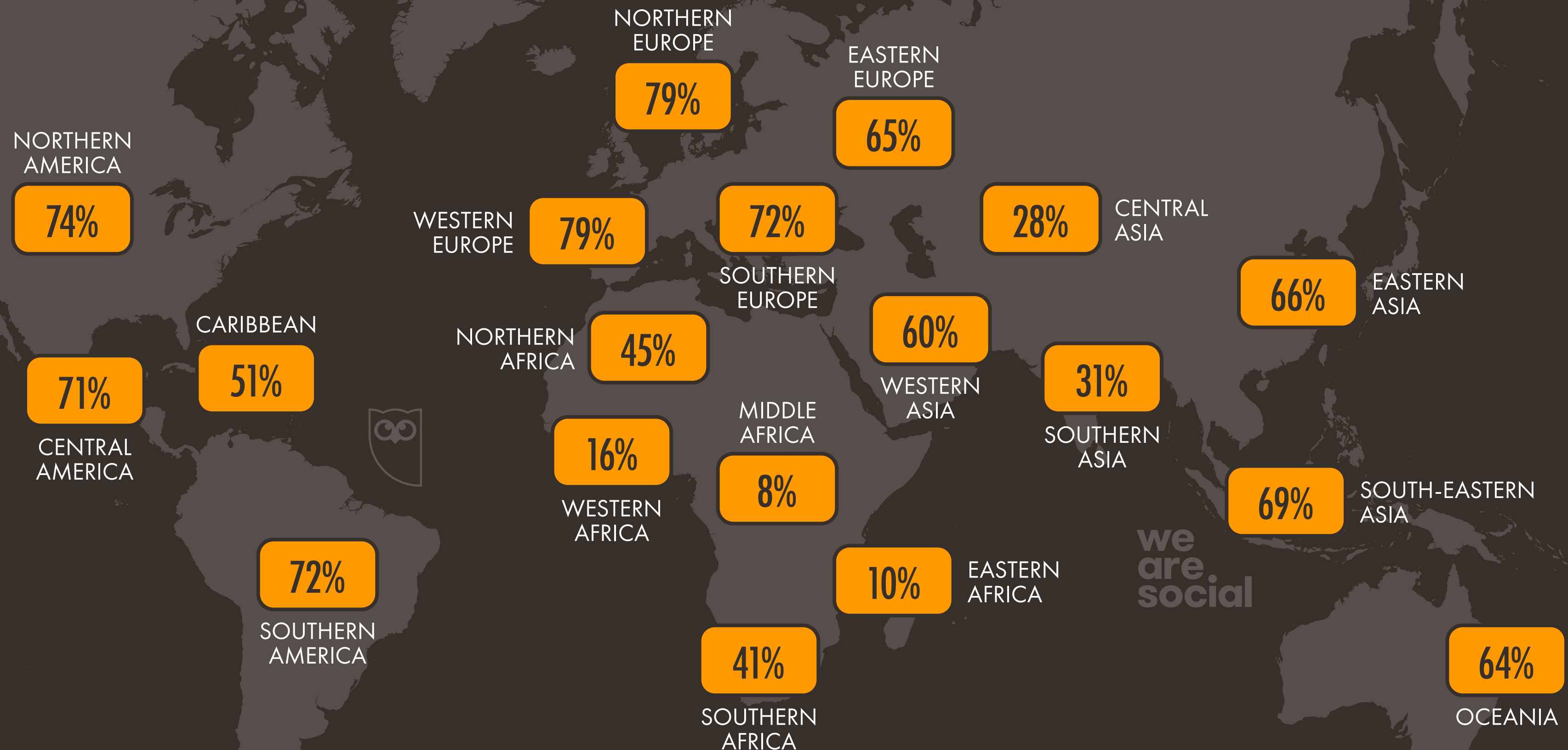
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SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



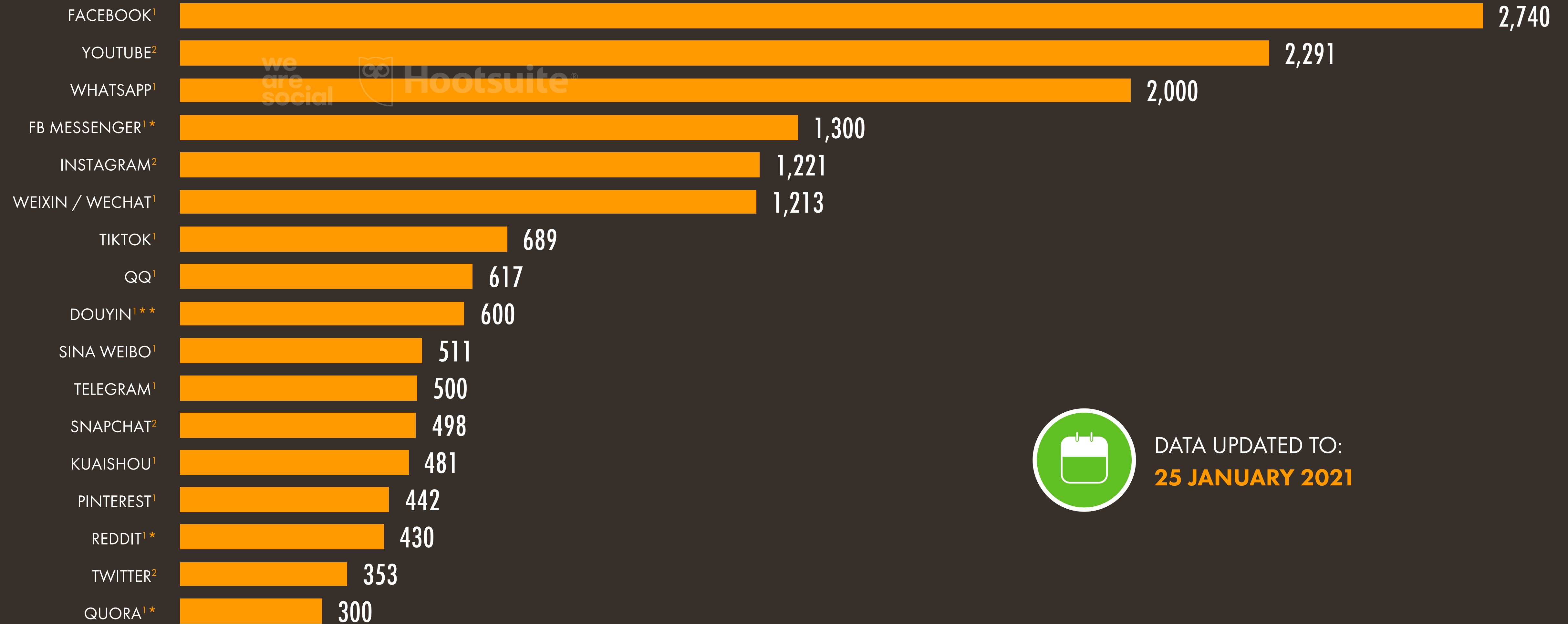
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. ⚠️ COMPARABILITY ADVISORY: DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



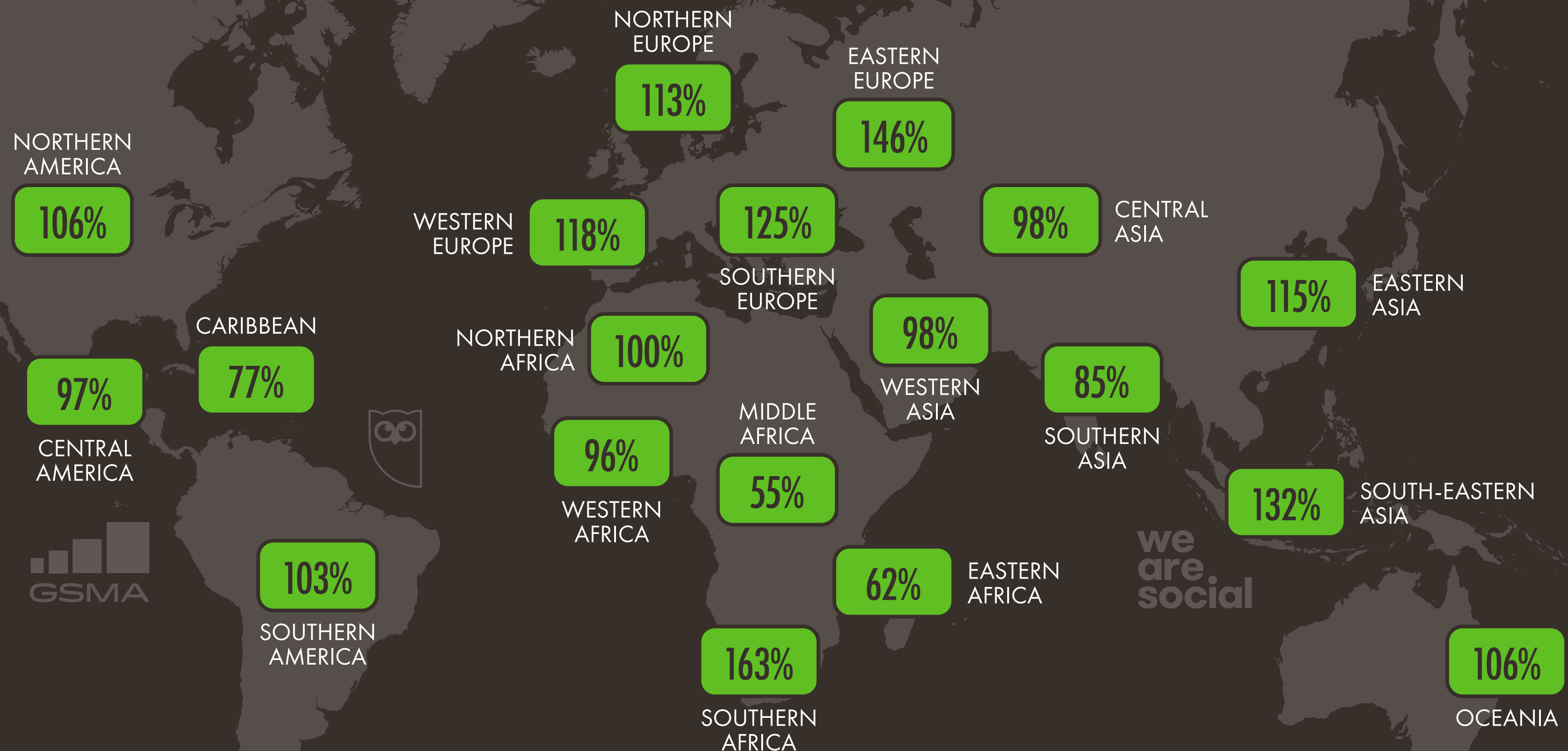
DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

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MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



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MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



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76.8%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE

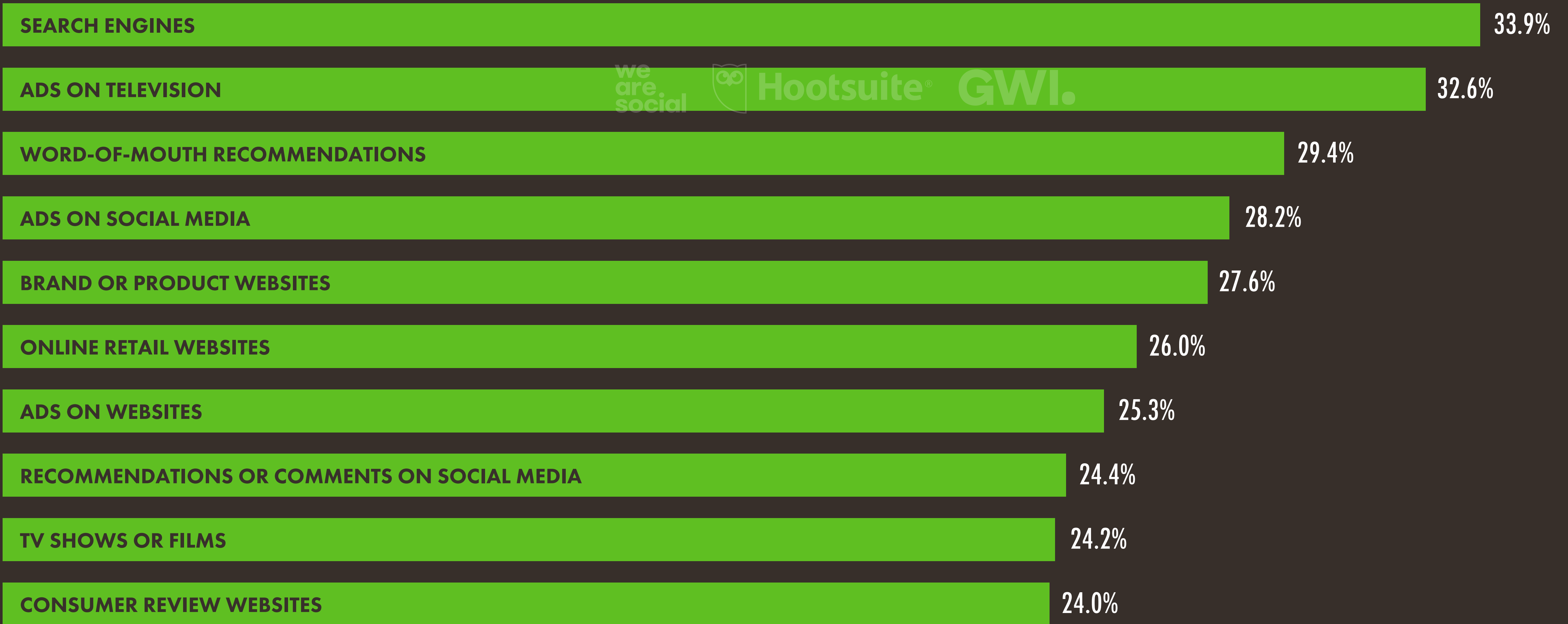


55.4%

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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL





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INDONESIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL
POPULATION



274.9
MILLION

URBANISATION:

57.0%

MOBILE
CONNECTIONS



we
are
social

345.3
MILLION

vs. POPULATION:

125.6%

INTERNET
USERS



202.6
MILLION

vs. POPULATION:

73.7%

ACTIVE SOCIAL
MEDIA USERS



170.0
MILLION

vs. POPULATION:

61.8%

JAN
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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL
POPULATION



we
are
social

+1.1%

JAN 2021 vs. JAN 2020

+2.9 MILLION

MOBILE
CONNECTIONS



+1.2%

JAN 2021 vs. JAN 2020

+4.0 MILLION

INTERNET
USERS



+15.5%

JAN 2021 vs. JAN 2020

+27 MILLION

ACTIVE SOCIAL
MEDIA USERS



+6.3%

JAN 2021 vs. JAN 2020

+10 MILLION

JAN
2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



INDONESIA

TOTAL
POPULATION



we
are
social

274.9
MILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



50.3%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.1%

MEDIAN
AGE



29.9

URBANISATION
OF POPULATION



57.0%

POPULATION DENSITY
(PEOPLE PER KM²)



151.8

OVERALL LITERACY
(ADULTS AGED 15+)



95.7%

FEMALE LITERACY
(ADULTS AGED 15+)



we
are
social

94.0%

MALE LITERACY
(ADULTS AGED 15+)



97.3%

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POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



INDONESIA

TOTAL
POPULATION



we
are
social

274.9
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

77.5%
213.2 MILLION

POPULATION AGED
18 AND ABOVE



69.1%
190.1 MILLION

POPULATION
AGED 16 TO 64



66.2%
181.9 MILLION

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



INDONESIA

MOBILE PHONE
(ANY TYPE)



98.3%



SMART
PHONE



98.2%

GWI.

NON-SMARTPHONE
MOBILE PHONE



16.0%



LAPTOP OR DESKTOP
COMPUTER



74.7%

GWI.

TABLET
DEVICE



18.5%

TV STREAMING
STICK OR DEVICE



6.0%

GWI.

GAMES
CONSOLE



16.2%

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are
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SMART HOME
DEVICE



5.7%

GWI.

SMART WATCH
OR WRISTBAND



13.3%



VIRTUAL
REALITY DEVICE



4.2%

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DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



INDONESIA

TIME SPENT USING THE
INTERNET (ALL DEVICES)



8H 52M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



2H 50M

TIME SPENT USING
SOCIAL MEDIA



3H 14M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



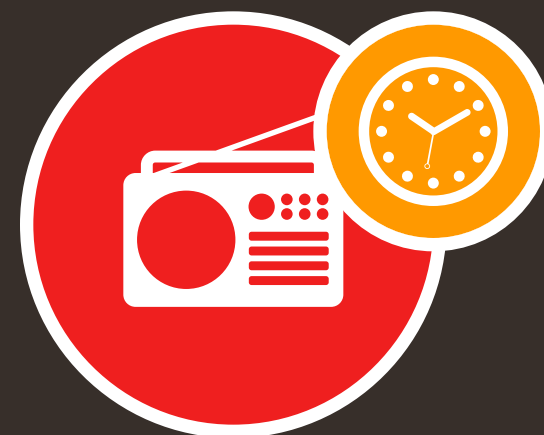
1H 38M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 30M

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 33M

TIME SPENT LISTENING
TO PODCASTS



0H 44M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 16M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTES: CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



INTERNET USE

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OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



202.6
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



73.7%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



+15.5%
+27 MILLION

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



8H 52M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



96.4%

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DIFFERENT PERSPECTIVES: INTERNET ADOPTION



INDONESIA

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART

ITU: INDIVIDUALS
USING THE
INTERNET



131.1
MILLION

vs. POPULATION:

47.7%

CIA WORLD
FACTBOOK:
INTERNET USERS*



109.4
MILLION

vs. POPULATION:

39.8%

INTERNET
WORLD STATS:
INTERNET USERS



171.3
MILLION

vs. POPULATION:

62.3%

INDONESIA INTERNET SERVICE
PROVIDER ASSOCIATION
(APJII): INTERNET USERS*



202.6
MILLION

vs. POPULATION:

73.7%

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MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**



INDONESIA

USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



195.3
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



96.4%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



96.0%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



2.5%

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING MOBILE INTERNET



5H 04M



GWI.

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GWI.

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



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AVERAGE DOWNLOAD
SPEED OF MOBILE
INTERNET CONNECTIONS



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17.26
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



KEPIOS

+24.8%

AVERAGE DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



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23.32
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+16.0%

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER ICT-RELATED ACTIVITIES



INDONESIA

MOBILE
PHONES



66.9%

DEC 2020 vs. DEC 2019:

+22%

+1,225 BPS

LAPTOPS &
DESKTOPS



32.6%

DEC 2020 vs. DEC 2019:

-27%

-1,230 BPS

TABLET
COMPUTERS



0.5%

DEC 2020 vs. DEC 2019:

+10%

+5 BPS

OTHER
DEVICES



[N/A]

DEC 2020 vs. DEC 2019:

[N/A]

[N/A]

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SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



INDONESIA

CHROME



78.0%

Y-O-Y: +8.7%



SAFARI



7.5%

Y-O-Y: +1.1%

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FIREFOX



4.9%

Y-O-Y: -34%



SAMSUNG INTERNET



2.9%

Y-O-Y: +3.5%

MICROSOFT EDGE*



1.3%

Y-O-Y: +84%

we
are
social

OPERA



2.4%

Y-O-Y: -27%



INTERNET EXPLORER



0.08%

Y-O-Y: -64%



OTHER



2.9%

Y-O-Y: -54%

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TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH



INDONESIA

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.42B	68.7M	23M 36S	7.30	11	GRID.ID	134M	38.1M	7M 34S	2.14
02	DETIK.COM	553M	66.0M	10M 20S	3.79	12	TOKOPEDIA.COM	132M	43.7M	14M 56S	4.45
03	YOUTUBE.COM	430M	44.9M	42M 01S	6.86	13	SHOPEE.CO.ID	128M	41.1M	15M 00S	5.45
04	KOMPAS.COM	405M	69.5M	11M 08S	2.42	14	SUARA.COM	108M	33.9M	5M 56S	1.68
05	TRIBUNNEWS.COM	319M	56.2M	8M 11S	2.91	15	LIPUTAN6.COM	105M	43.1M	4M 18S	2.35
06	FACEBOOK.COM	184M	26.7M	20M 44S	7.83	16	CNNINDONESIA.COM	92.6M	27.3M	4M 02S	1.90
07	BRAINLY.CO.ID	169M	42.3M	20M 00S	3.76	17	KLIKBCA.COM	89.5M	7.65M	9M 49S	9.08
08	WIKIPEDIA.ORG	157M	40.5M	10M 07S	2.29	18	ALODOKTER.COM	88.4M	39.3M	8M 35S	1.56
09	GOOGLE.CO.ID	137M	27.7M	15M 19S	7.39	19	INSTAGRAM.COM	63.5M	15.0M	17M 26S	6.51
10	CNBCINDONESIA.COM	137M	36.0M	8M 45S	1.75	20	TWITTER.COM	60.4M	11.6M	18M 32S	8.31

SOURCE: SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)



INDONESIA

#	WEBSITE	MOBILE SHARE	COMPUTER SHARE	FEMALE SHARE	MALE SHARE	AGE 18-24 SHARE	AGE 25-34 SHARE	AGE 35-44 SHARE	AGE 45-54 SHARE	AGE 55-64 SHARE	AGE 65+ SHARE
01	GOOGLE.COM	60.0%	40.1%	42.6%	57.4%	17.4%	32.0%	17.0%	12.9%	11.6%	9.1%
02	DETIK.COM	95.9%	4.1%	42.3%	57.7%	43.9%	30.8%	11.2%	7.7%	3.8%	2.5%
03	YOUTUBE.COM	20.7%	79.4%	41.4%	58.6%	19.3%	34.8%	16.7%	11.5%	9.4%	8.3%
04	KOMPAS.COM	95.2%	4.8%	40.4%	59.6%	44.2%	30.3%	11.4%	7.9%	3.8%	2.5%
05	TRIBUNNEWS.COM	96.3%	3.7%	42.9%	57.1%	43.7%	31.4%	11.2%	7.4%	3.7%	2.5%
06	FACEBOOK.COM	78.1%	21.9%	47.5%	52.5%	15.2%	28.6%	17.8%	14.5%	12.8%	11.1%
07	BRAINLY.CO.ID	65.4%	34.7%	43.3%	56.7%	47.3%	31.1%	9.1%	6.1%	4.8%	1.6%
08	WIKIPEDIA.ORG	75.6%	24.4%	44.8%	55.2%	17.2%	31.4%	17.2%	12.9%	11.8%	9.5%
09	GOOGLE.CO.ID	61.5%	38.5%	39.8%	60.2%	37.1%	32.3%	12.7%	8.7%	5.8%	3.4%
10	CNBCINDONESIA.COM	97.9%	2.1%	37.5%	62.5%	43.7%	29.1%	12.2%	8.6%	4.1%	2.3%



SOURCE: SEMRUSH (JAN 2021). **NOTES:** FIGURES REPRESENT WEBSITE TRAFFIC ONLY, AND DO NOT INCLUDE USE OF NATIVE MOBILE APPS. DEVICE SHARE BASED ON TOTAL WEBSITE TRAFFIC IN DECEMBER 2020. AGE AND GENDER SHARES BASED ON UNIQUE VISITORS AGED 18+ IN DECEMBER 2020. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' VISITORS, SO FIGURES SHOWN HERE REPRESENT SHARE OF THOSE GENDERS. **ADVISORY:** SOME WEBSITES IN THIS LIST MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020



INDONESIA

#	WEBSITE	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS
01	GOOGLE.COM	1.11%	0.94%	0.32%	0.27%	0.03%	0.03%	0.03%
02	DETIK.COM	1.39%	0.14%	0.27%	3.97%	0.04%	0.006%	0.004%
03	YOUTUBE.COM	0.85%	0.83%	0.26%	0.34%	0.03%	0.003%	0.06%
04	KOMPAS.COM	0.87%	0.11%	0.21%	3.57%	0.07%	0.004%	0.003%
05	TRIBUNNEWS.COM	0.91%	0.18%	0.12%	1.13%	0.007%	0.007%	0.002%
06	FACEBOOK.COM	0.08%	0.74%	1.15%	0.41%	0.04%	0.02%	0.01%
07	BRAINLY.CO.ID	0.18%	0.04%	0.10%	0.010%	[N/A]	[N/A]	[N/A]
08	WIKIPEDIA.ORG	0.21%	0.09%	0.07%	0.14%	0.006%	0.008%	0.03%
09	GOOGLE.CO.ID	0.63%	0.30%	0.15%	0.09%	0.02%	[N/A]	0.003%
10	CNBCINDONESIA.COM	0.59%	0.09%	0.13%	1.37%	0.03%	0.002%	0.004%

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are
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2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



INDONESIA

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2.26B	135M	9M 10S	8.0	11	TWITTER.COM	140M	22.0M	12M 24S	15.7
02	YOUTUBE.COM	900M	78.3M	22M 20S	10.4	12	SHOPEE.CO.ID	124M	38.1M	6M 35S	6.9
03	FACEBOOK.COM	663M	82.5M	8M 37S	8.0	13	TOKOPEDIA.COM	113M	35.1M	6M 19S	6.0
04	WHATSAPP.COM	253M	42.7M	2M 19S	1.5	14	XNXX.COM	108M	12.6M	8M 24S	14.0
05	TRIBUNNEWS.COM	224M	51.0M	5M 02S	3.1	15	WIKIPEDIA.ORG	85.9M	29.5M	3M 23S	2.5
06	BRAINLY.CO.ID	198M	43.2M	10M 18S	7.2	16	JPNN.COM	82.4M	43.0M	0M 27S	2.5
07	INSTAGRAM.COM	192M	32.7M	8M 24S	12.3	17	ZOOM.US	72.1M	24.3M	3M 35S	2.9
08	KOMPAS.COM	182M	45.0M	4M 47S	2.4	18	GOOGLE.CO.ID	66.3M	19.1M	6M 01S	11.0
09	DETIK.COM	171M	33.4M	5M 16S	2.8	19	LIPUTAN6.COM	64.8M	27.8M	0M 37S	1.3
10	GRID.ID	141M	37.6M	2M 39S	3.1	20	PIKIRAN-RAKYAT.COM	63.1M	41.1M	1M 07S	2.4

SOURCE: SIMILARWEB (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTE:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



INDONESIA

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	OKEZONE.COM	4M 06S	4.25	11	GRID.ID	2M 43S	1.59
02	GOOGLE.COM	15M 41S	17.02	12	SINDONEWS.COM	4M 02S	2.46
03	YOUTUBE.COM	17M 23S	9.86	13	SUARA.COM	3M 47S	2.27
04	TRIBUNNEWS.COM	3M 32S	1.87	14	JPNN.COM	6M 08S	3.00
05	DETIK.COM	6M 58S	4.23	15	BUKALAPAK.COM	5M 37S	3.58
06	KOMPAS.COM	3M 47S	1.98	16	MERDEKA.COM	3M 07S	1.53
07	PIKIRAN-RAKYAT.COM	5M 43S	2.49	17	IDNTIMES.COM	5M 44S	5.36
08	KUMPARAN.COM	2M 58S	2.27	18	BRILIO.NET	2M 22S	1.40
09	TOKOPEDIA.COM	11M 53S	7.32	19	VIVA.CO.ID	3M 44S	2.52
10	LIPUTAN6.COM	4M 35S	2.17	20	GOOGLE.CO.ID	5M 15S	5.28



SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR GLOBAL VISITORS, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.


JAN
2021

GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



INDONESIA

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	TRANSLATE	100	11	BAHASA INGGRIS	18
02	GOOGLE	76	12	WA	18
03	GOOGLE TRANSLATE	34	13	TERJEMAHAN	16
04	YOUTUBE	33	14	PRAKERJA	16
05	MP3	28	15	YANDEX 	15
06	CUACA	25	16	WHATSAPP	14
07	TOGEL	25	17	INSTAGRAM	14
08	FB	22	18	TWITTER	13
09	FACEBOOK	21	19	IG	11
10	DOWNLOAD LAGU	19	20	CLASSROOM	10

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2021

ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM* FOR ONLINE SEARCHES



INDONESIA

USED A CONVENTIONAL
SEARCH ENGINE IN THE
PAST MONTH (ANY DEVICE)



we
are
social

99.2%

USED VOICE SEARCH OR
VOICE COMMANDS IN THE
PAST MONTH (ANY DEVICE)



GWl.

51.9%

USE SOCIAL MEDIA AS A MAIN
SOURCE WHEN RESEARCHING
BRANDS (ANY DEVICE)



65.1%

USED IMAGE RECOGNITION
TOOLS IN THE PAST MONTH
(MOBILE DEVICES ONLY)



47.3%

JAN
2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



INDONESIA

WATCH
ONLINE VIDEOS



GWI.

98.5%

WATCH
VLOGS



74.3%

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

84.0%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

52.1%

LISTEN TO OR
WATCH PODCASTS



58.0%

JAN
2021

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



INDONESIA

ANY DEVICE



94.5%

GWI.

SMARTPHONE



88.9%



LAPTOP OR DESKTOP



53.2%



GAMES CONSOLE



21.5%

TABLET DEVICE



11.1%

we
are
social

HANDHELD GAMING DEVICE



10.0%

GWI.

MEDIA STREAMING DEVICE



3.8%



VIRTUAL REALITY HEADSET



5.0%

JAN
2021

OVERVIEW OF THE SMART HOME DEVICE MARKET



INDONESIA

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

NUMBER OF HOMES WITH
SMART HOME DEVICES



6.35
MILLION



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$202.1
MILLION



VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$22.52
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$101.0
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$30.88
MILLION



VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$26.53
MILLION



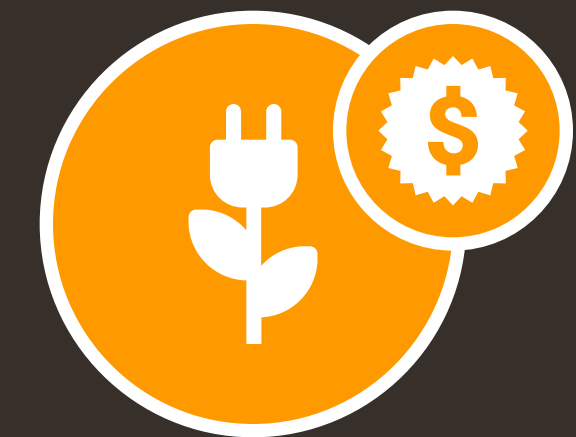
VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$9.87
MILLION



VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$11.33
MILLION

JAN
2021

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

 REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



INDONESIA

PENETRATION OF
SMART HOME DEVICES*



9.0%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$32



ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$12



ARPU*: SMART
HOME APPLIANCES



\$64

ARPU*: SMART HOME
SECURITY DEVICES



\$12



ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$9



ARPU*: SMART HOME
COMFORT & LIGHTING



\$4



ARPU*: SMART HOME
ENERGY MANAGEMENT



\$8

JAN
2021

SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES

 REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



INDONESIA

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+13.0%



Y-O-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+50.0%

statista 

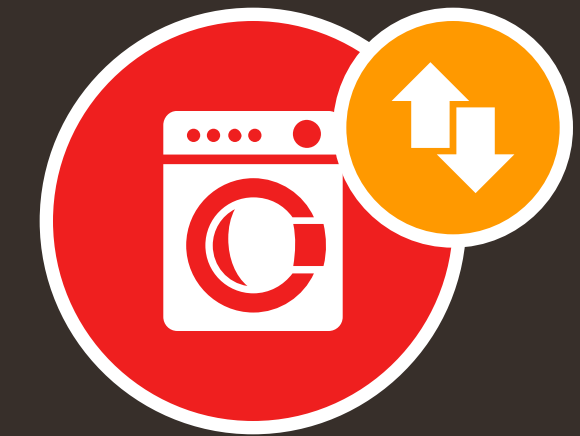
Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+62.2%



Y-O-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+47.7%

Y-O-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+53.9%

statista 

Y-O-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+41.6%

we
are
social

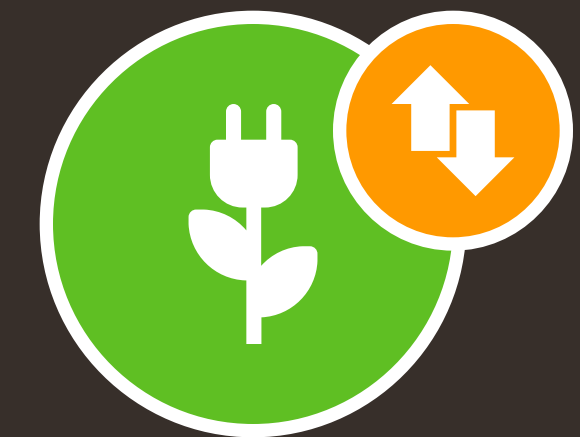
Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+52.1%

KEPIOS 

Y-O-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+57.1%

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ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING

 SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



INDONESIA

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH



we
are
social

27.0%

EXPRESSED CONCERN ABOUT WHAT IS REAL OR FAKE ON THE INTERNET*



[N/A]

EXPRESSED CONCERN ABOUT HOW COMPANIES USE PERSONAL DATA



GWI.

37.1%

USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH



56.8%

DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH



70.5%



SOCIAL MEDIA USE

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



INDONESIA

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

170.0
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

61.8%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+6.3%
+10 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

168.5
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99.1%

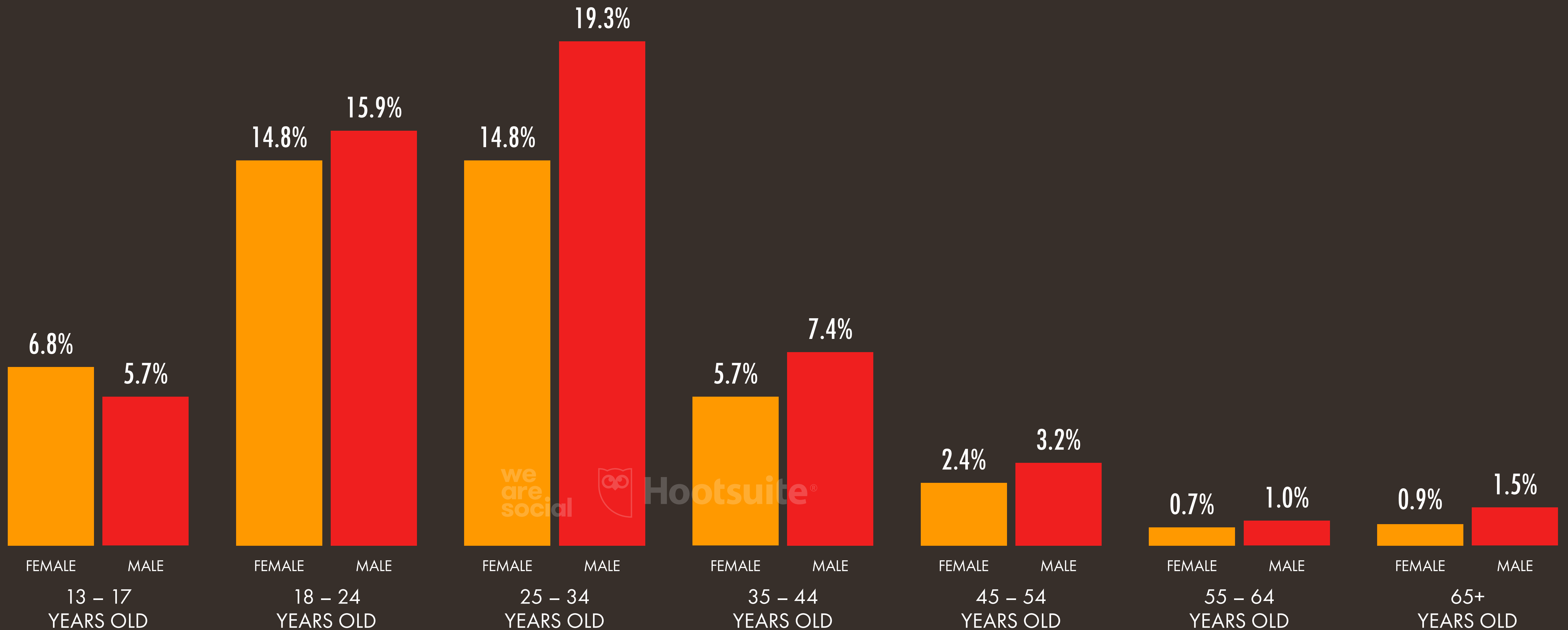
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SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



INDONESIA



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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



INDONESIA

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



99.8%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



GWI.

94.5%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



we are social

3H 14M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



GWI.

10.5

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*



60.0%

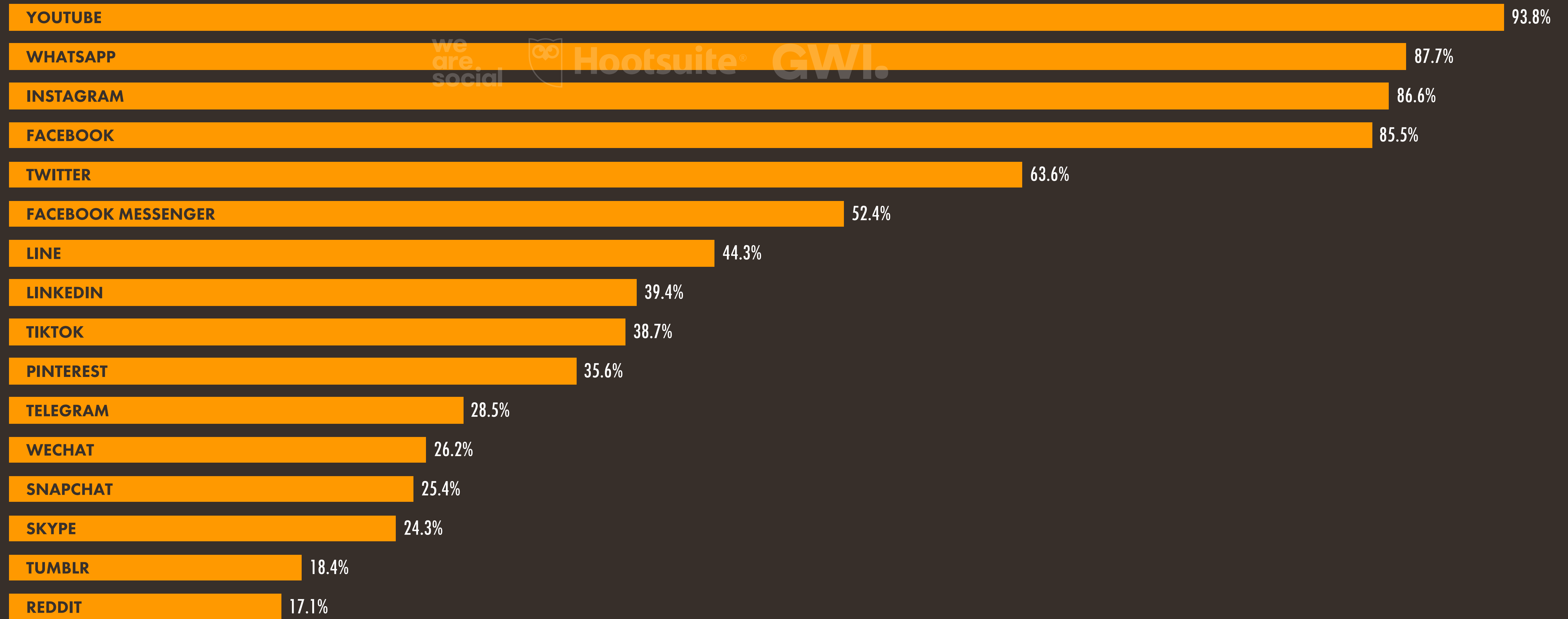
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



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TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020



INDONESIA

TOP SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	WHATSAPP	30.8 HOURS / MONTH
02	FACEBOOK	17.0 HOURS / MONTH
03	INSTAGRAM	17.0 HOURS / MONTH
04	TIKTOK	13.8 HOURS / MONTH
05	TWITTER	8.1 HOURS / MONTH



TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	25.9 HOURS / MONTH
02	YOUTUBE GO	15.5 HOURS / MONTH
03	MX PLAYER	9.7 HOURS / MONTH
04	NETFLIX	9.3 HOURS / MONTH
05	VIU	6.7 HOURS / MONTH



JAN
2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



INDONESIA

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK



140.0
MILLION

FACEBOOK'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



65.7%

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*



43.9%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



56.1%

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2021

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



INDONESIA

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



99.1%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA LAPTOP
OR DESKTOP COMPUTERS ONLY



0.9%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA BOTH
PHONES AND COMPUTERS



7.5%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA
MOBILE PHONES ONLY



91.7%



JAN
2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



INDONESIA

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



9

FEMALE: MALE:

10 9

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



5

FEMALE: MALE:

5 5

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

1 1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



8

FEMALE: MALE:

9 7

JAN
2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE **POST ENGAGEMENTS** (REACTIONS, COMMENTS, AND SHARES) COMPARED TO FACEBOOK **PAGE FANS**

 CHANGES IN FACEBOOK'S POLICIES MEAN THE DATA ON THIS CHART **MAY NOT BE COMPARABLE** WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS



INDONESIA

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **ALL POST TYPES**



0.05%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **PHOTO POSTS**



0.13%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **VIDEO POSTS**



0.04%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **LINK POSTS**



0.03%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **STATUS POSTS**



0.06%

JAN
2021

YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE



INDONESIA

POTENTIAL AUDIENCE*
THAT GOOGLE REPORTS
CAN BE REACHED USING
ADVERTS ON YOUTUBE



107.0
MILLION

YOUTUBE'S ADVERTISING
AUDIENCE AGED 18+
COMPARED TO THE TOTAL
POPULATION AGED 18+



42.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS FEMALE*



45.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS MALE*



54.1%

JAN
2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



INDONESIA

#	SEARCH QUERY	INDEX
01	LAGU	100
02	DJ	70
03	FILM	38
04	COVER	27
05	KARAOKE	23
06	TIK TOK	19
07	UPIN IPIN	16
08	TIKTOK	16
09	BTS	15
10	DANGDUT	14

#	SEARCH QUERY	INDEX
11	FF	13
12	DJ TERBARU	10
13	MIAWAUG	10
14	DJ TERBARU 2020	8
15	SHOLAWAT	8
16	LAGU TERBARU 2020	8
17	MINECRAFT	7
18	LAGU ANAK	7
19	LAGU ANAK ANAK	7
20	BLACKPINK	7



we
are
social

JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



INDONESIA

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM



85.00
MILLION

INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



39.9%

QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH



+9.0%
+7.0 MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*



52.4%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*



47.6%

JAN
2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



INDONESIA

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



we
are
social

31.00
MILLION

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



14.5%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



45.2%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*



54.8%

JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



INDONESIA

POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN



17.00
MILLION

LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+



8.9%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*



44.2%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*



55.8%

JAN
2021

SNAPCHAT: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



INDONESIA

POTENTIAL AUDIENCE*
THAT SNAP REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



7.25
MILLION

SNAPCHAT'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



3.4%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



-16.2%
-1.4 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



76.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



20.7%

JAN
2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



INDONESIA

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



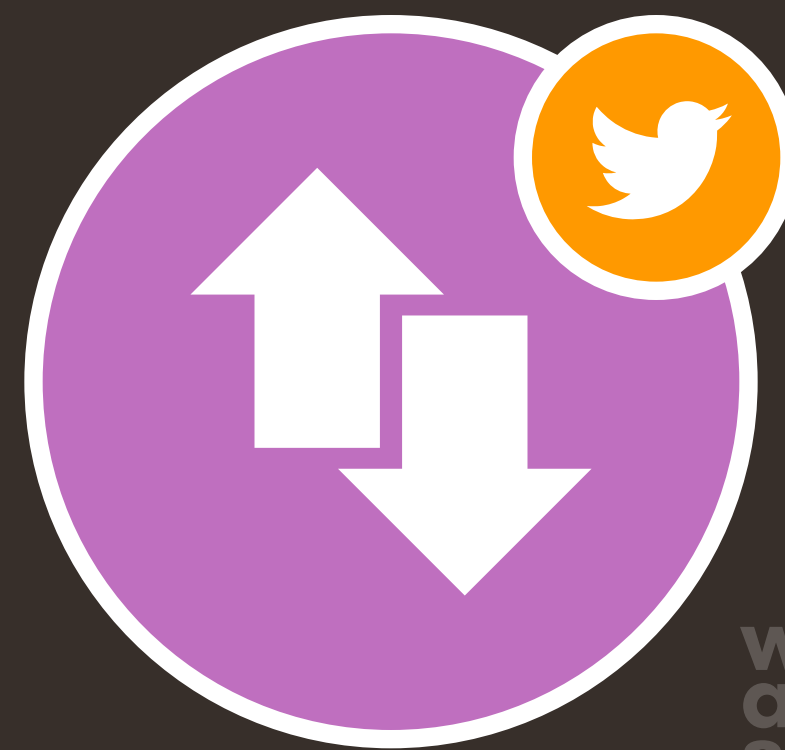
14.05
MILLION

TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



6.6%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



+6.4%
+850 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



44.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



55.4%



MOBILE USE

JAN
2021

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



INDONESIA

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



345.3
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



125.6%

PRE-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



97.0%

POST-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



3.0%

BROADBAND CONNECTIONS
(3G-5G) AS A PERCENTAGE OF
ALL MOBILE CONNECTIONS



94.9%

JAN
2021

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



INDONESIA

OVERALL COUNTRY
INDEX SCORE



62.90

MOBILE NETWORK
INFRASTRUCTURE



58.89

AFFORDABILITY OF
DEVICES AND SERVICES



60.18

CONSUMER
READINESS



66.85

AVAILABILITY OF RELEVANT
CONTENT AND SERVICES



66.07



JAN
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



INDONESIA

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

92.3%

DEC 2020 vs. DEC 2019:

-1.0%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

7.5%

DEC 2020 vs. DEC 2019:

+18%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



KEPIOS

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



KEPIOS

0.07%

DEC 2020 vs. DEC 2019:

-13%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.2%

DEC 2020 vs. DEC 2019:

-50%

JAN
2021

MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020



INDONESIA

TOTAL CUMULATIVE HOURS SPENT
USING MOBILE PHONES IN 2020
(ANDROID PHONE DEVICES ONLY)



we
are
social

127.1
BILLION

ANNUAL CHANGE IN THE TOTAL
AMOUNT OF TIME SPENT USING
ANDROID MOBILE PHONES



APP
ANNIE

+45%

TOTAL NUMBER OF MOBILE
APPS DOWNLOADED
THROUGHOUT 2020



APP
ANNIE

6.32
BILLION

TOTAL CONSUMER
SPEND ON MOBILE APPS
FOR FULL-YEAR 2020



\$480.0
MILLION

JAN
2021

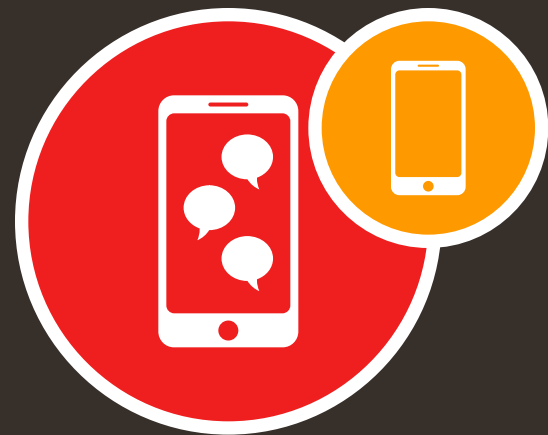
USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH



INDONESIA

CHAT APPS
(MESSENGERS)



GWI.

96.5%

SOCIAL
NETWORKING APPS



we
are
social

96.3%

ENTERTAINMENT
AND VIDEO APPS



GWI.

86.2%

MUSIC
APPS



KEPIOS

60.4%

GAME
APPS



60.2%

SHOPPING
APPS



78.2%

MAP
APPS



GWI.

77.6%

BANKING AND
FINANCIAL SERVICES APPS



39.2%

HEALTH, FITNESS,
AND NUTRITION APPS



GWI.

23.4%

DATING AND
FRIENDSHIP APPS



10.9%

JAN
2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



INDONESIA

MAKE VIDEO CALLS
OR USE SERVICES
LIKE FACETIME



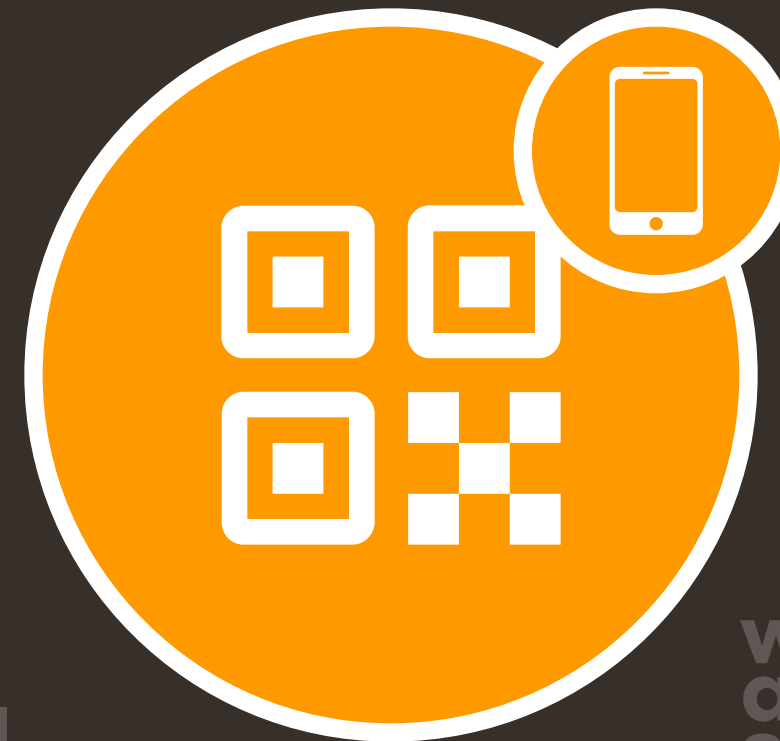
56.5%

WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



28.2%

USE OR
SCAN
QR CODES



42.0%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



29.2%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



18.3%



GWI.

we
are
social

GWI.

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2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



INDONESIA

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	PARENT COMPANY
01	WHATSAPP	FACEBOOK
02	FACEBOOK	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	SHOPEE	SEA
05	FACEBOOK MESSENGER	FACEBOOK
06	TOKOPEDIA	TOKOPEDIA
07	GOJEK	GOJEK
08	TELEGRAM	TELEGRAM
09	MYTELKOMSEL	TELKOM INDONESIA
10	LINE	LINE

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	PARENT COMPANY
01	MOBILE LEGENDS: BANG BANG	MOONTON; VNG
02	WORMSZONE.IO	AZUR INTERACTIVE GAMES
03	PUBG MOBILE	TENCENT; VNG; REKOO; KRAFTON
04	AMONG US!	INNERSLOTH
05	HAGO	JOYY INC.
06	FREE FIRE	SEA
07	CALL OF DUTY: MOBILE	TENCENT; SEA; VNG; ACTIVISION BLIZZARD
08	MINECRAFT POCKET EDITION	NETEASE; MICROSOFT
09	CLASH OF CLANS	SUPERCCELL
10	CANDY CRUSH SAGA	TENCENT; ACTIVISION BLIZZARD

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MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL DOWNLOADS IN 2020



INDONESIA

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE
02	FACEBOOK	FACEBOOK
03	WHATSAPP	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	SHOPEE	SEA
06	TELEGRAM	TELEGRAM
07	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS
08	FACEBOOK MESSENGER	FACEBOOK
09	SNACK VIDEO	ONESMILE
10	SHAREIT	SHAREIT

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	PARENT COMPANY
01	WORMSZONE.IO	AZUR INTERACTIVE GAMES
02	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
03	BRAIN OUT	EYEWIND
04	FREE FIRE	SEA
05	HIGGS DOMINO ISLAND	BOKE
06	HAGO	JOYY INC.
07	AMONG US!	INNERSLOTH
08	LUDO KING	GAMETION
09	SUBWAY SURFERS	IDREAMSKY; SYBO
10	TILES HOP: EDM RUSH	AMANOTES; ZPLAY

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MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND* IN 2020



INDONESIA

RANKING OF MOBILE APPS BY CONSUMER SPEND*

#	APP NAME	PARENT COMPANY
01	LINE WEBTOON	NAVER
02	BIGO LIVE	JOYY INC.
03	VIU	PCCW
04	KAKAOPAGE INDONESIA	KAKAO CORP
05	GOOGLE ONE	GOOGLE
06	MANGO LIVE	MANGO LIVE
07	MLIVE : HOT LIVE SHOW	WINNINE
08	SING! BY SMULE	SMULE
09	DREAME	DREAME
10	INNOVEL	DREAME

RANKING OF MOBILE GAMES BY CONSUMER SPEND*

#	GAME NAME	PARENT COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
03	RISE OF KINGDOMS	LILITH; ORIGINAL ENTERTAINMENT
04	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO
05	HIGGS DOMINO ISLAND	BOKE
06	LORDS MOBILE	FANTASY PLUS; IGG
07	CLASH OF CLANS	SUPERCCELL
08	HAGO	JOYY INC.
09	STATE OF SURVIVAL	FUNPLUS
10	ROBLOX	ROBLOX



ECOMMERCE USE

JAN
2021

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



INDONESIA

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



48.9%



HAS A
CREDIT CARD



2.4%



HAS A MOBILE
MONEY ACCOUNT*



3.1%



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



11.2%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



1.9%



PERCENTAGE OF MEN
WITH A CREDIT CARD



3.1%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



12.9%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



9.4%

JAN
2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



INDONESIA

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

93.0%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



87.3%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

78.2%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

87.1%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



79.1%

JAN
2021

ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE



INDONESIA

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 16-24 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 25-34 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 35-44 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 45-54 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 55-64 YEARS OLD



we
are
social

84.8%



GWl.

88.5%



89.0%



GWl.

89.4%



77.3%

JAN
2021

ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TRAVEL, MOBILITY, &
ACCOMMODATION*



\$6.02
BILLION

statista 

FASHION
& BEAUTY



\$9.81
BILLION



ELECTRONICS &
PHYSICAL MEDIA



\$6.91
BILLION

we
are
social

FOOD &
PERSONAL CARE



\$4.66
BILLION

FURNITURE &
APPLIANCES



\$4.48
BILLION



TOYS, DIY
& HOBBIES



\$4.44
BILLION

we
are
social

DIGITAL
MUSIC



\$199.5
MILLION

statista 

VIDEO
GAMES



\$1.68
BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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Hootsuite®

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ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



INDONESIA

TRAVEL, MOBILITY, &
ACCOMMODATION*



-45.8%

statista

FASHION
& BEAUTY



+50.7%



ELECTRONICS &
PHYSICAL MEDIA



+38.9%

we
are
social

FOOD &
PERSONAL CARE



+61.3%

FURNITURE &
APPLIANCES



+47.8%



TOYS, DIY
& HOBBIES



+51.5%

we
are
social

DIGITAL
MUSIC



+35.1%

statista

VIDEO
GAMES



+31.1%


JAN
2021

GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020



INDONESIA

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	HP	100	11	HARGA OPPO	18
02	SAMSUNG	80	12	TRANSLATE	16
03	OPPO	54	13	MASKER	16
04	IPHONE	52	14	LAZADA	16
05	VIVO	44	15	MAINAN 	15
06	REDMI	38	16	BTS	15
07	BAJU	36	17	HP SAMSUNG	14
08	REALME	35	18	HP VIVO	12
09	SHOPEE	34	19	REDMI 8	12
10	XIAOMI	31	20	TOKOPEDIA	12

we
are
social

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2021

OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET*



statista

138.1
MILLION

TOTAL VALUE OF THE
CONSUMER GOODS
ECOMMERCE MARKET



\$30.31
BILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE CONSUMER
GOODS ECOMMERCE MARKET



we
are
social

+49.0%

ONLINE CONSUMER GOODS
PURCHASES: AVERAGE
ANNUAL SPEND PER USER



\$219

JAN
2021

INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH



INDONESIA

MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



we
are
social

29.2%

PAID DIGITAL CONTENT*
(E.G. TV STREAMING, MUSIC
DOWNLOADS, EPUBLISHING)



GWI.

66.8%

ONLINE RIDE-
HAILING SERVICE (E.G.
UBER, DIDI CHUXING)



65.3%

ONLINE FOOD
DELIVERY SERVICE (E.G.
DOORDASH, DELIVEROO)



74.4%

JAN
2021

OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



we
are
social

129.9
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$35.72
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



+27.6%

DIGITAL PAYMENTS:
AVERAGE VALUE OF ANNUAL
TRANSACTIONS PER USER



\$275

JAN
2021

OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



15.79
MILLION

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$1.14
BILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE DIGITALLY
ENABLED RIDE-HAILING MARKET



-43.1%

DIGITALLY ENABLED RIDE-
HAILING SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$72



statista

we
are
social

JAN
2021

OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE USING
ONLINE SERVICES TO ORDER
TAKE-AWAY FOOD DELIVERY*



37.34
MILLION

TOTAL VALUE OF
THE ONLINE FOOD
DELIVERY MARKET



\$1.95
BILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE ONLINE
FOOD DELIVERY MARKET



+35.2%

ONLINE FOOD DELIVERY
SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$52



DIGITAL MARKETING

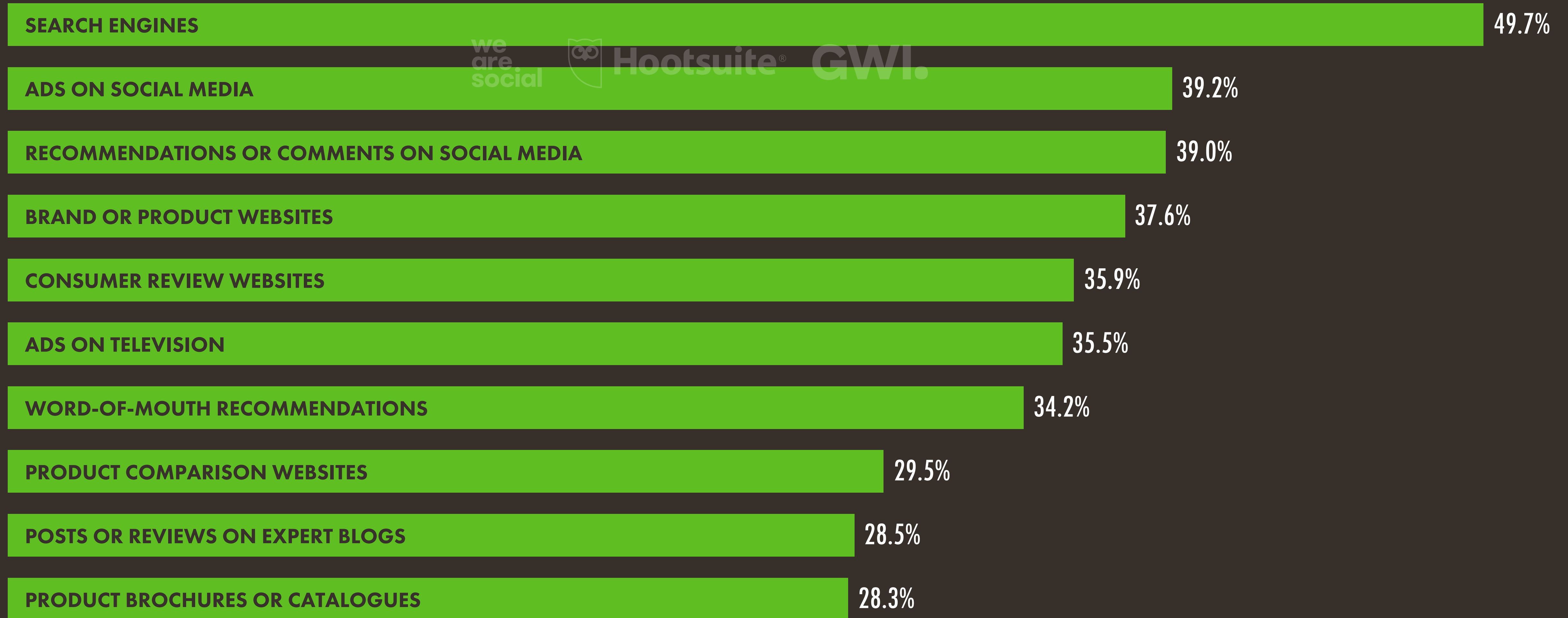
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2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



INDONESIA



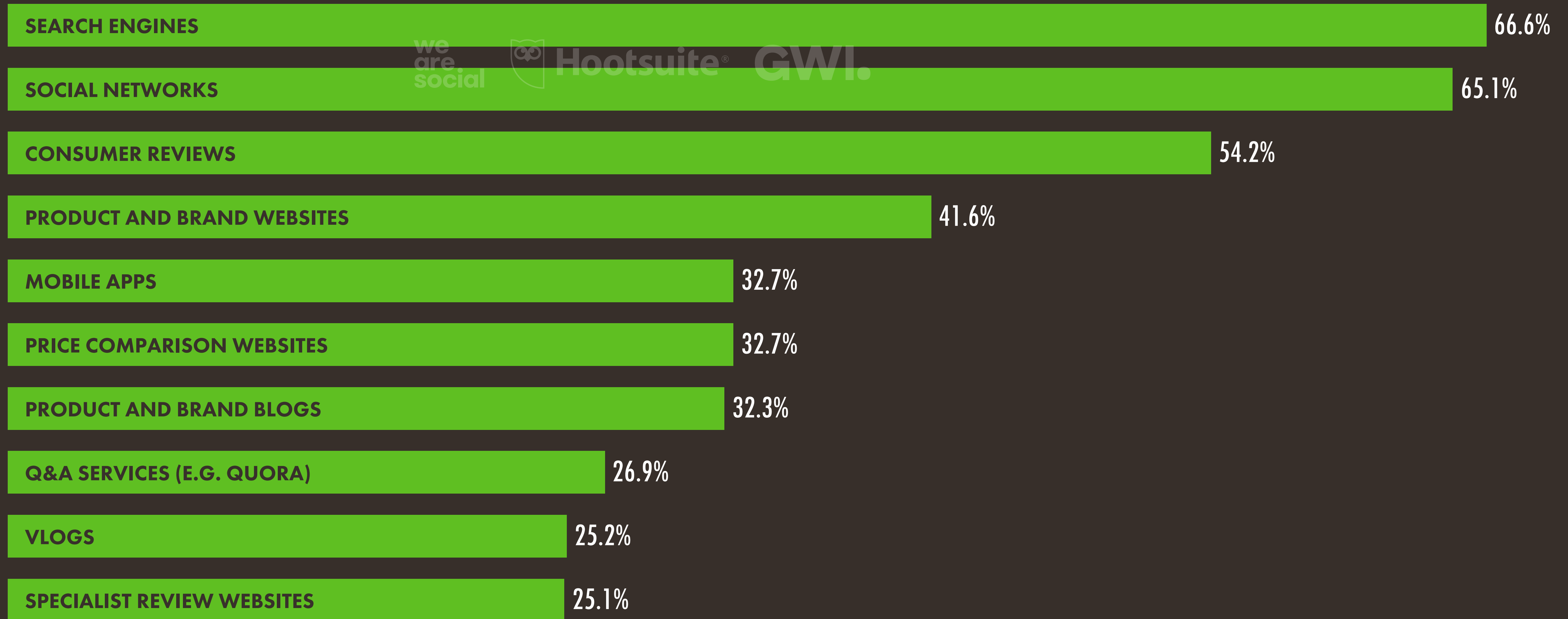
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2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



INDONESIA



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2021

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT



INDONESIA

TOTAL DIGITAL AD
SPEND IN 2020



\$1.45
BILLION

we
are
social

SPEND ON DIGITAL
SEARCH ADS IN 2020



\$515.8
MILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2020



\$439.2
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2020



\$268.6
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2020



\$183.2
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2020



\$43.43
MILLION

JAN
2021

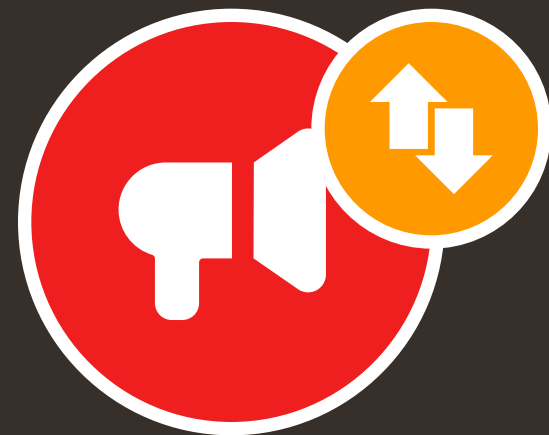
DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020



INDONESIA

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+7.2%

we
are
social

YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



+2.4%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+14.4%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+8.7%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+8.6%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



+3.6%

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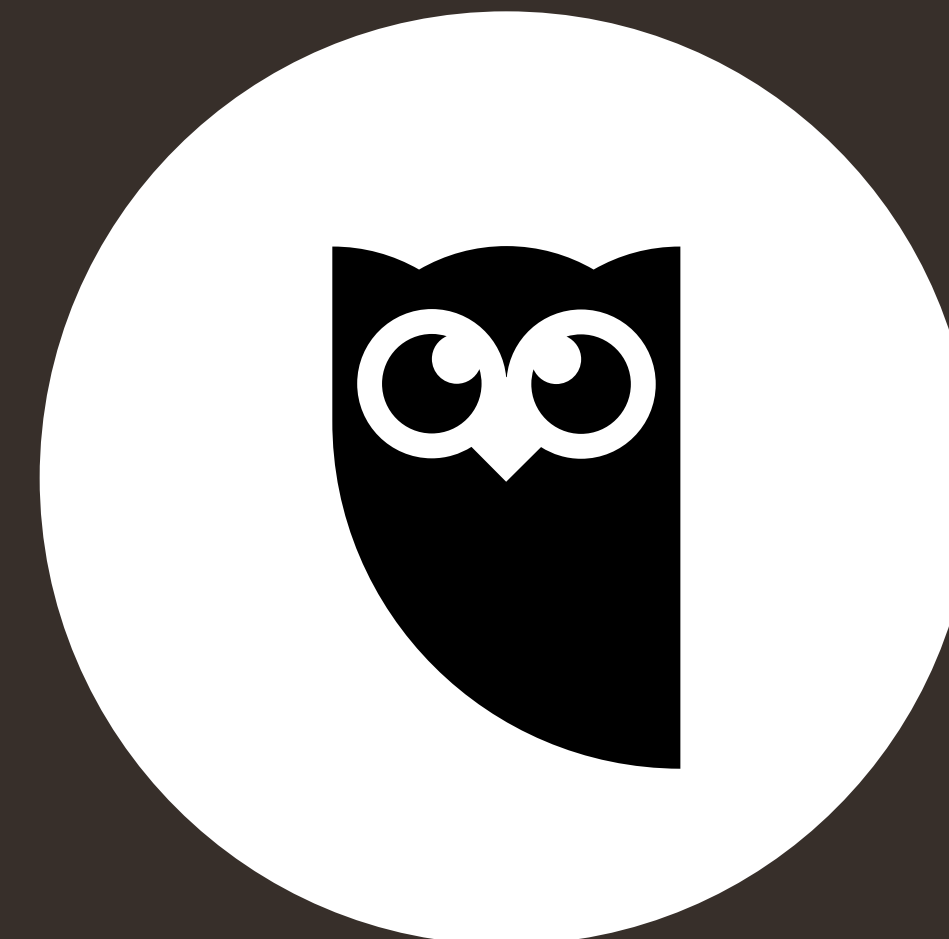


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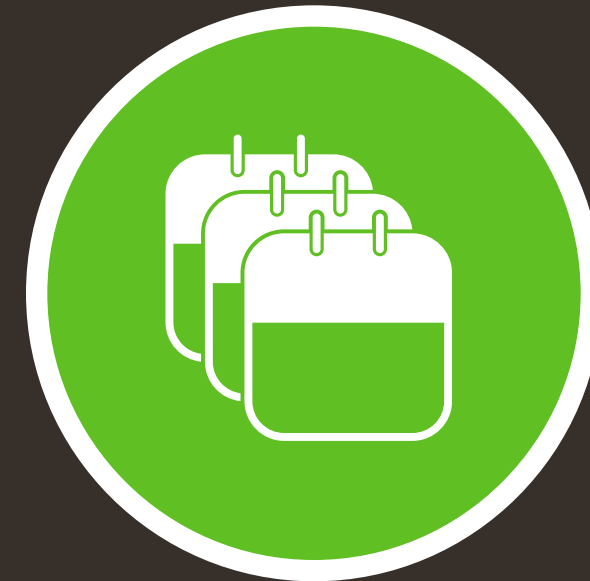


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The logo for GSMA Intelligence, featuring the text "GSMA" in red and "Intelligence" in black, both in a sans-serif font, positioned within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



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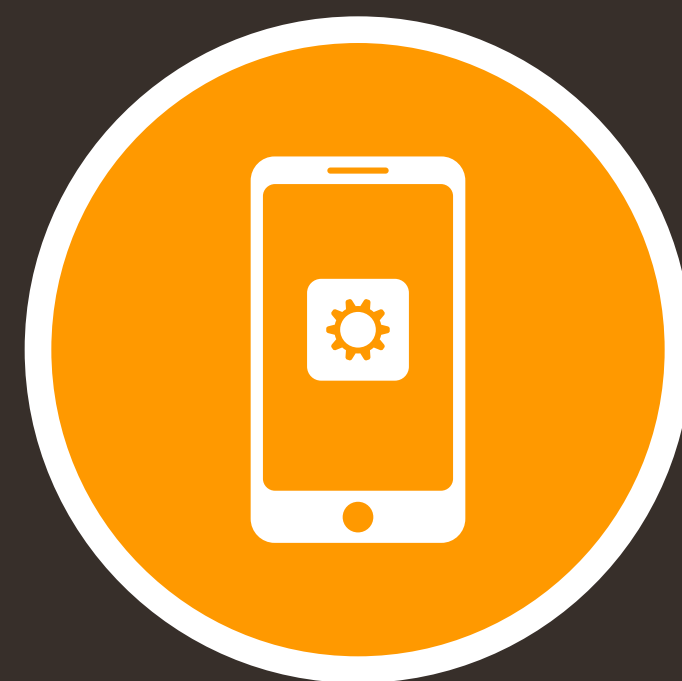


SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



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DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent on the internet** from GWI* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search insights** from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content insights** from GWI* (Q3 2020). **Smart home insights** from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). **Market value:** Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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