

Measuring the E-commerce Value in Indonesia

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The Internet Influences People's Lifestyles

The internet enables various activities and economic transactions to be conducted remotely, including the promotion and sale of goods and services, thereby allowing businesses to reach a broader range of consumers.



The Internet Has a Significant Impact on Increasing Product Sales

Four out of **five** business operators who use the internet stated that online methods have a significant impact on their product sales.

Source: Analysis of the Impact of COVID-19 on Business Owners (2020), BPS-Statistics Indonesia



Internet Usage in Indonesia Continues to Increase

73 percent of Indonesia's total population had accessed the internet in 2024, creating substantial opportunities for online businesses to expand their target market.

Source: Telecommunication Statistics of Indonesia, BPS-Statistics Indonesia.



Changes in Consumer's Shopping Behavior

79 percent of respondents prefer online shopping because it saves time and effort.

Source: Study on Indonesian Consumer Behavior in Purchasing Electronic, Household, and Health Products through E-commerce (2023), Populix Research



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The Indonesian government has designated digital economic development as a **national priority program**, as outlined in the **National Medium-Term Development Plan 2025-2029**.

The Urgency of E-Commerce Data Collection

National Medium-Term Development Plan 2025-2029

1

Supporting indicator for National Priority Program 2: “Promoting National Self-Reliance through the Digital Economy”

Indonesia Government Work Plan 2026

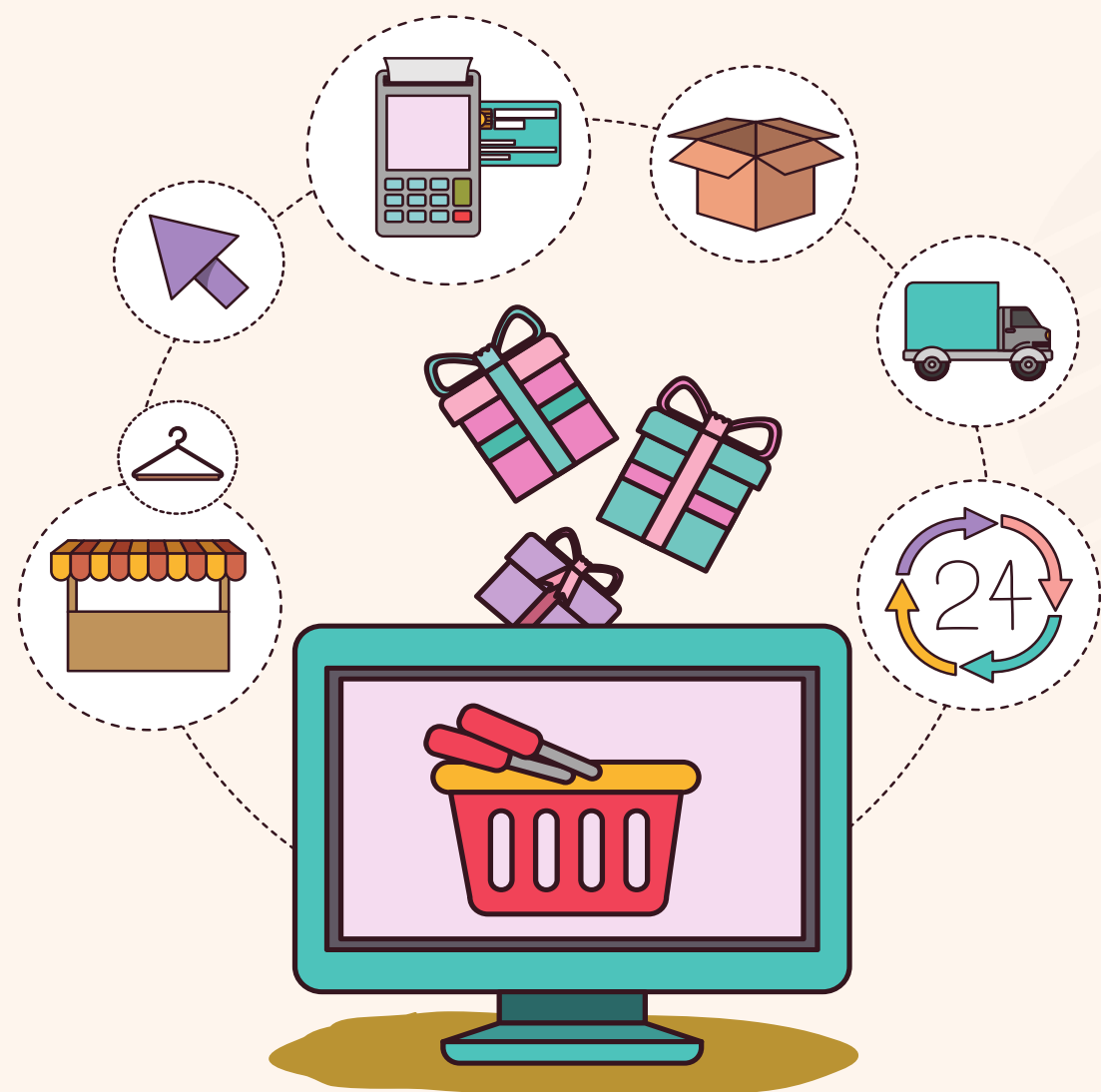
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Development Acceleration of Digital Transformation Contributing to Digital Economic Growth and National GDP

Measurement of the Digital Economy Value at the Global and National Levels

3





E-Commerce Concept

(OECD, 2009)

“Sale or purchase of goods and services, which is done through internet”

INCLUDING: ordering through website, marketplace, social media (Facebook, Instagram, and others), and instant messaging (WhatsApp, Line, and others).

E-Commerce Survey Implementation

2020 - Profiling

(17.063 Businesses)

2021 - Province Estimation

(5.394 Census Blocks;
11.928 Businesses)

2023 - Province Estimation

(4.252 Census Blocks;
31.753 Businesses)

2025 - Province Estimation

(6.484 Census Blocks;
40.335 Businesses)

2019 - Profiling

(3.504 Census Blocks)

2022 - National Estimation

(1.581 Census Blocks and 15.677
businesses)

2024 - Province Estimation

(6.362 Census Blocks;
40.066 Businesses)

2026



E-COMMERCE SURVEY METHODOLOGY

DATA COLLECTION MODE



Face-to-Face Interview
(CAPI)

COVERAGE

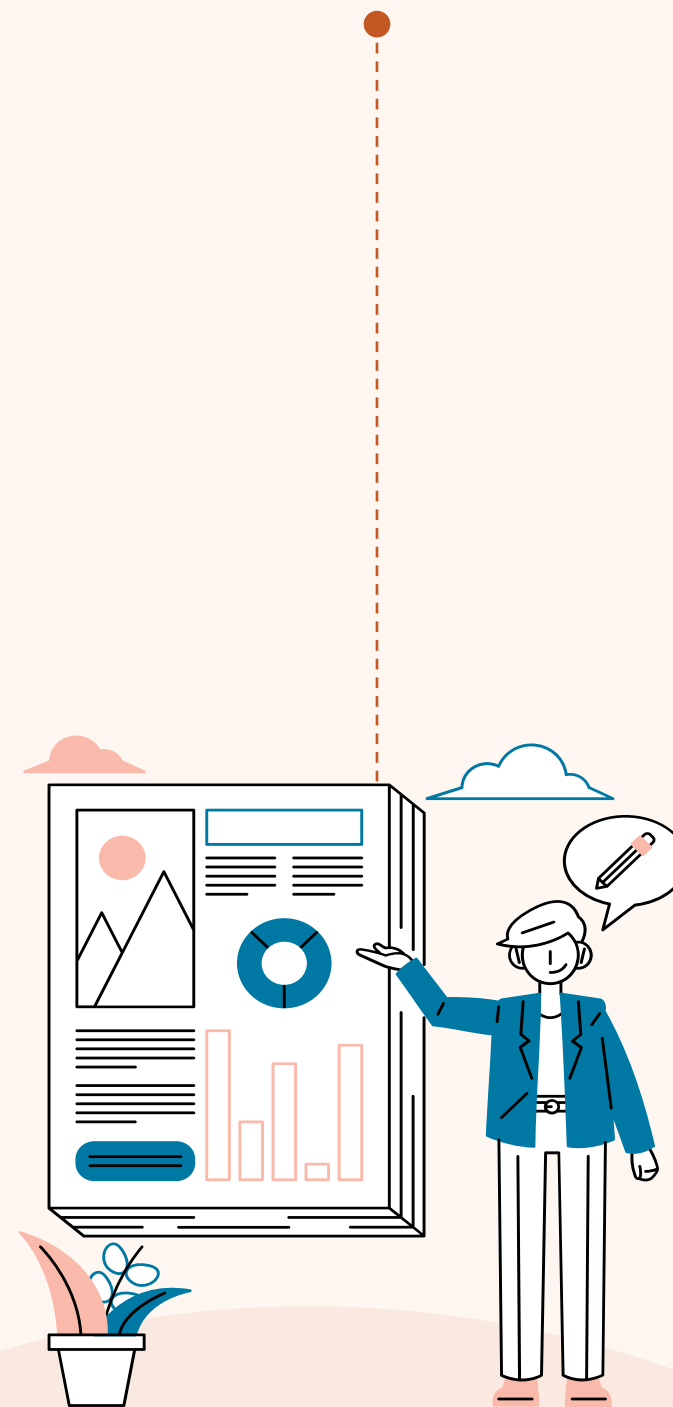
- 38 Provinces
- Covers ISIC rev4. Category A, C, G, H, I, J, M, N, P (except Formal Education), Q, R, and S

SAMPLING

- *Multi-stages stratified sampling*
- Sampling frame: 2016 Economic Census

INDICATORS

- Number of E-Commerce Business
- E-Commerce Business Characteristics (*online transaction media, payment method, delivery method, etc.*)
- Value of E-Commerce Transactions

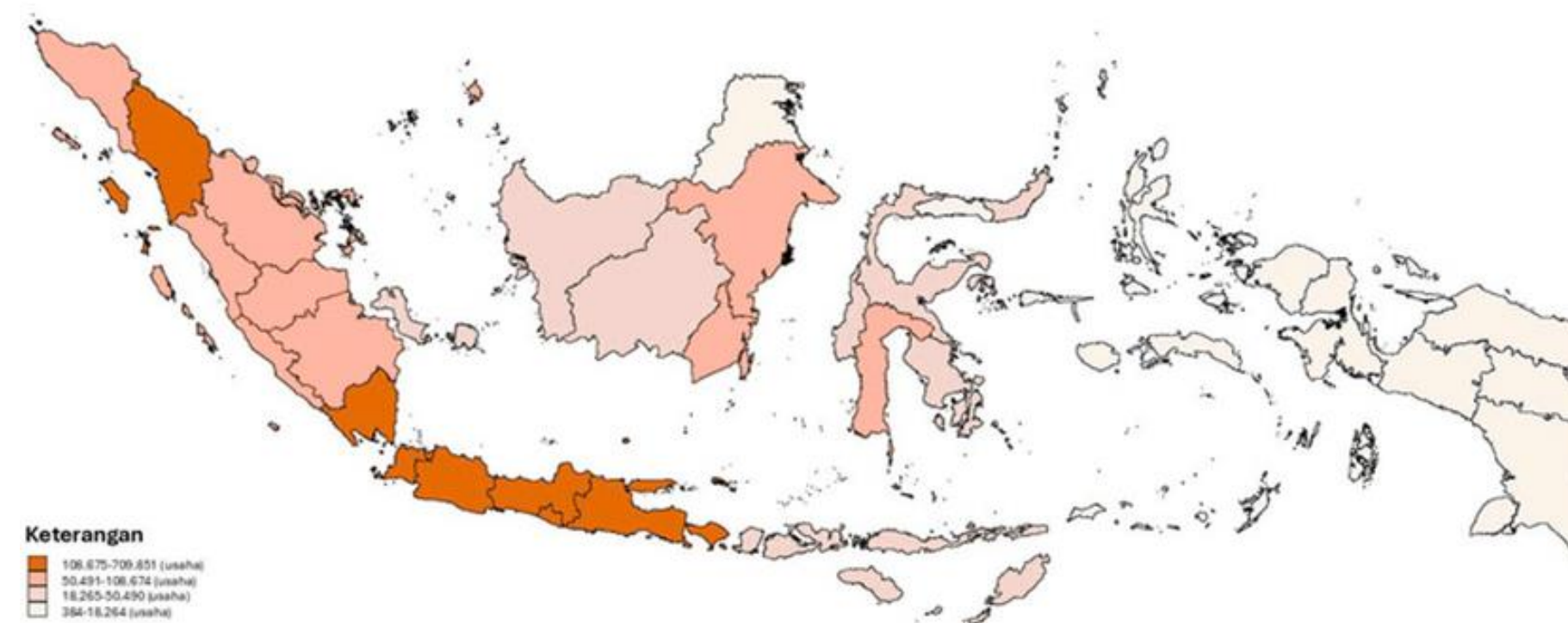


The Number of Ecommerce Businesses

Number of Ecommerce Businesses, 2023-2024



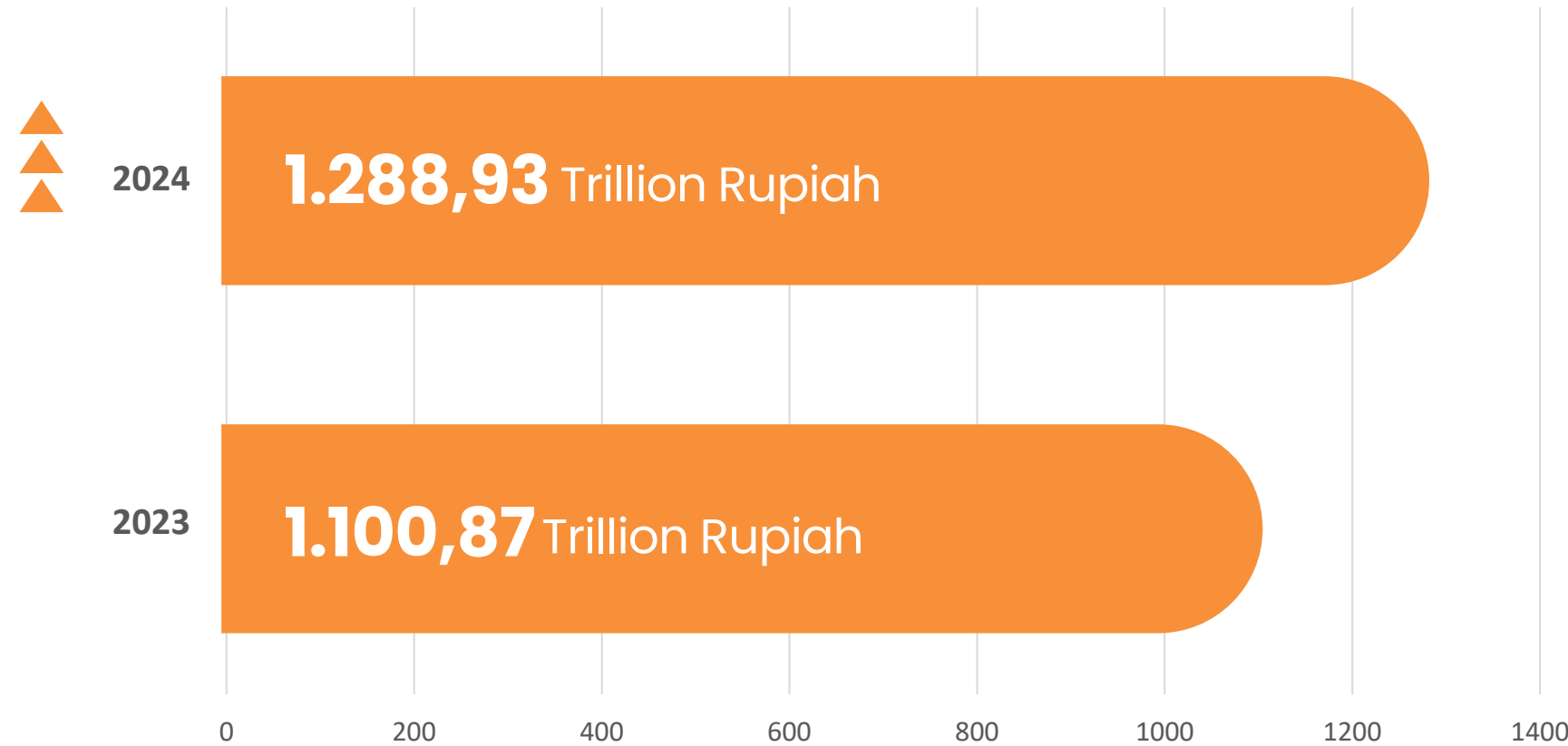
Distribution of E-Commerce Businesses, 2024



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A total of **66,28 percent** of e-commerce businesses in Indonesia were located in Java Island. Jawa Barat and Jawa Timur were the provinces with the highest number of e-commerce businesses, amounting to 709.85 thousand and 690.54 thousand businesses, respectively.

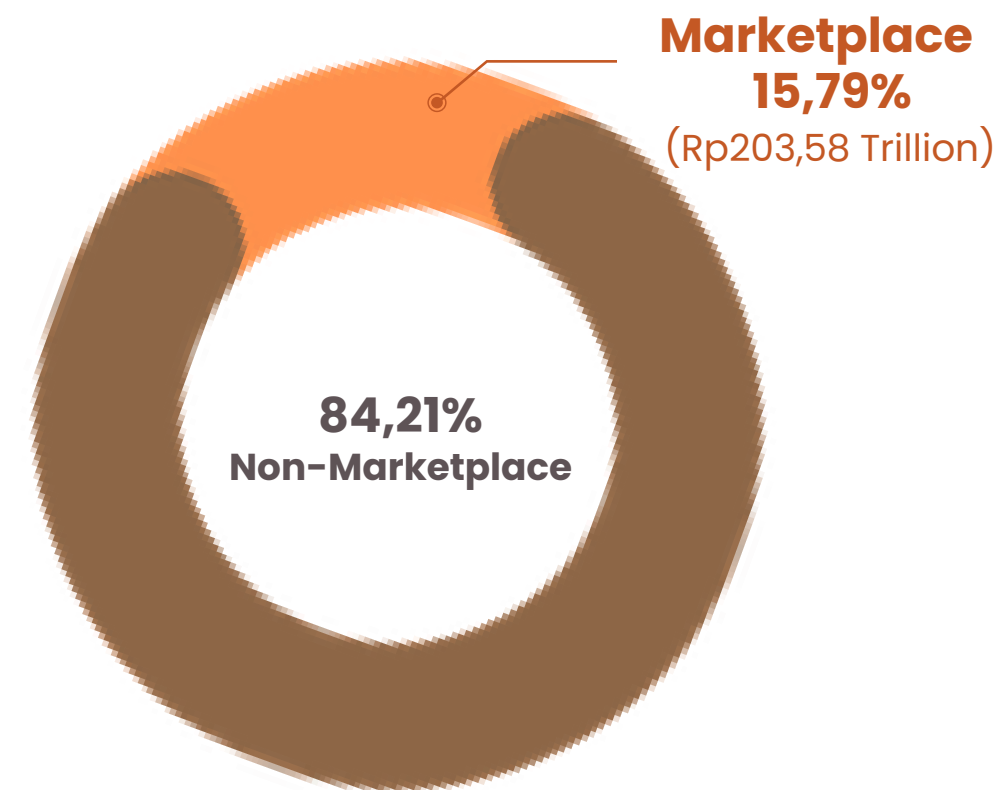
The Value of Ecommerce Transactions



The value of e-commerce transactions in 2024 **increased by 17,08 percent** compared to 2023

E-Commerce Transactions Value by Sales Media, 2024

In 2024, the majority of e-commerce transactions value originated from non-marketplace media (social media, instant messaging applications, etc.)





E-Commerce Business Characteristics



E-Commerce Business Owner



42,23%

30-44 years old
(Gen Y - Millennial)



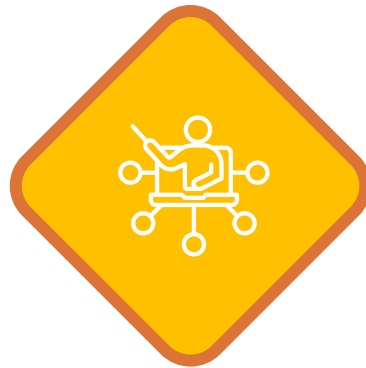
55,53%

Female



50,72%

Senior High School



3,56%

Ever Received IT
Utilization Training

Percentage of E-Commerce by Business Scale, 2024



MICRO SCALE BUSINESS

Income ≤ 2 billion Rupiah

2,08%

SMALL SCALE BUSINESS

Income > 2–15 billion Rupiah

0,27%

MEDIUM SCALE BUSINESS

Income > 15–50 billion Rupiah

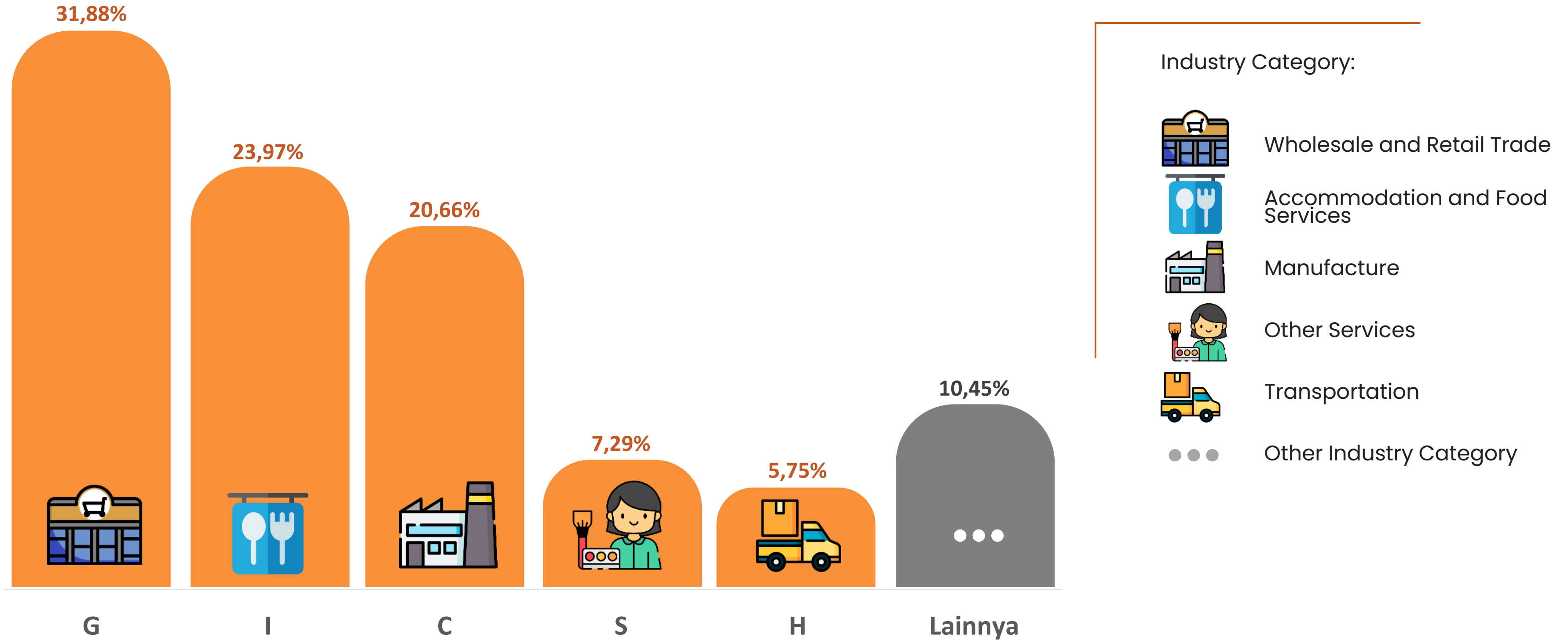
0,26%

LARGE SCALE BUSINESS

Income > 50 billion Rupiah

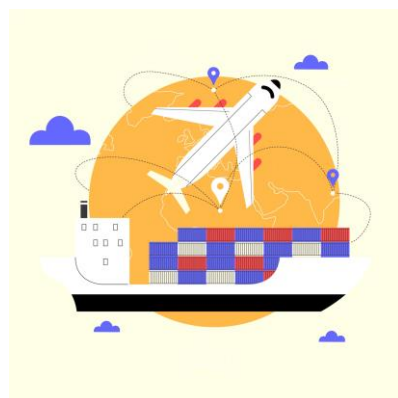
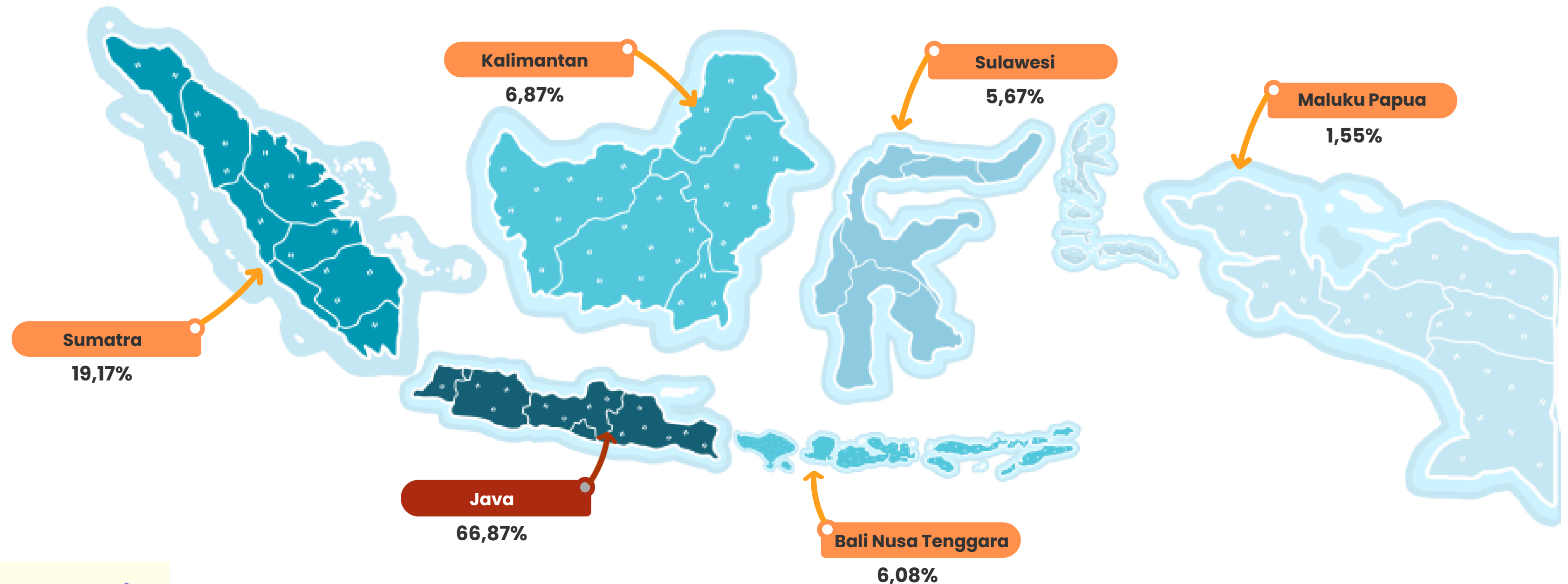
E-commerce businesses in Indonesia were **predominantly micro scale businesses**. This pattern indicates that the adoption of e-commerce is not limited to medium and large businesses, but has also become an adaptive strategy for micro and small businesses to survive and grow amid the increasingly digital transformation of the trade landscape

Percentage of E-Commerce by Industry Category, 2024



Delivery Area, 2024

As much as 99.08 percent of e-commerce businesses serve domestic delivery, predominantly to Java Island (66.87 percent).



Only **0,92 percent** of e-commerce businesses conduct international shipping

Technology Utilization

The adoption of internet technology not only facilitates online transactions (receiving order), but also supports various operational business activities.



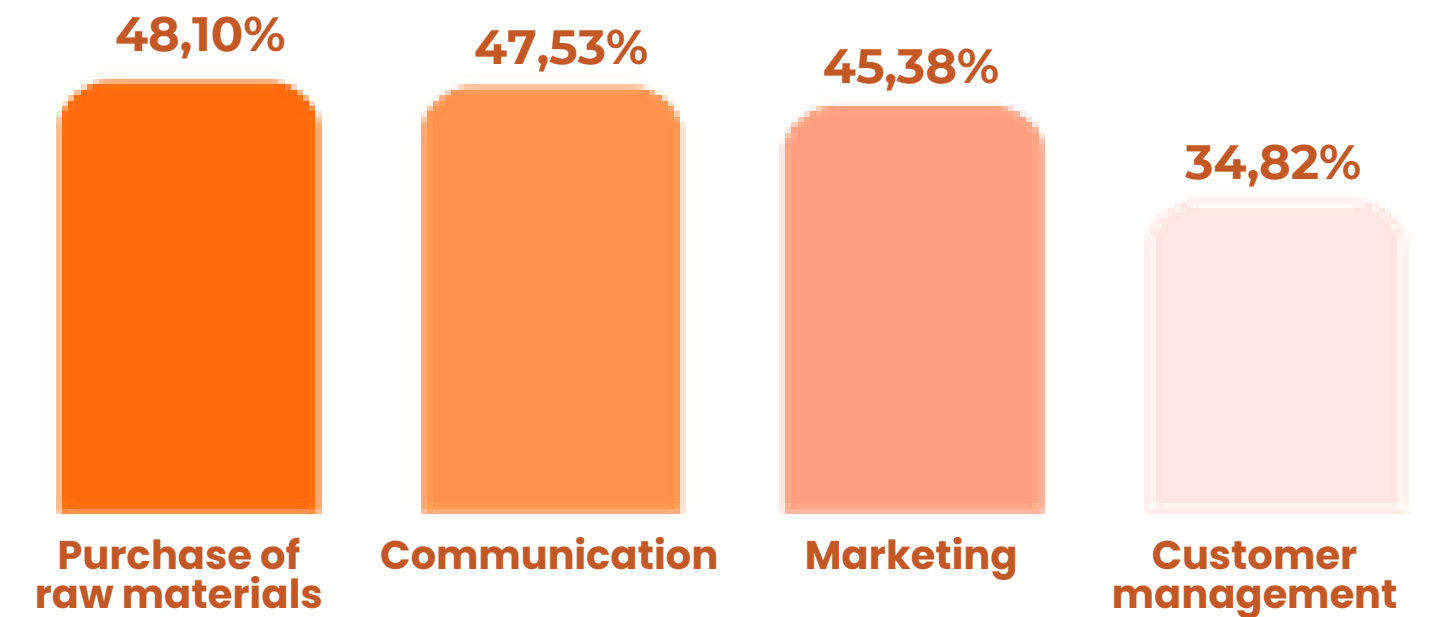
Computer Usage



” Only a small proportion of e-commerce businesses use computers to support their operations, recorded at just **13,54 percent**.



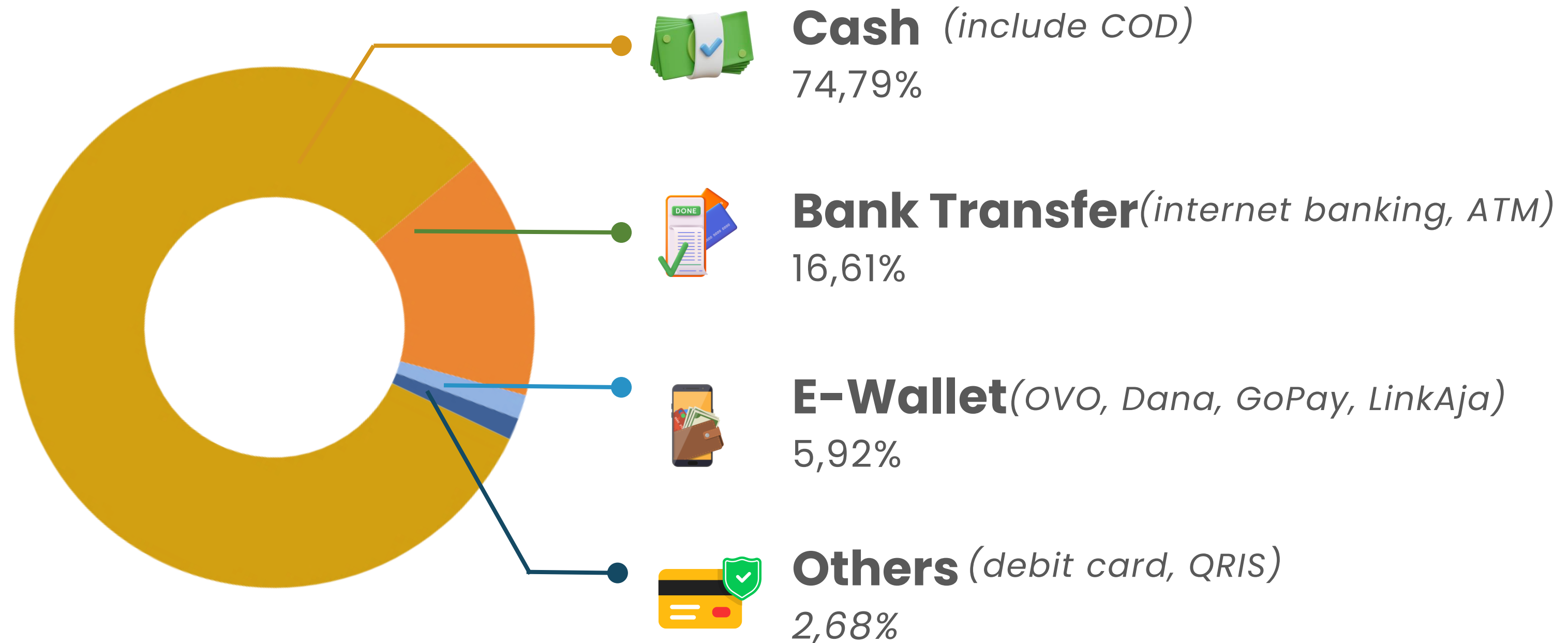
Internet Utilization



” The utilization of the internet for product marketing remains suboptimal, recorded at **45,38 percent**.

Technology for Payment Purposes

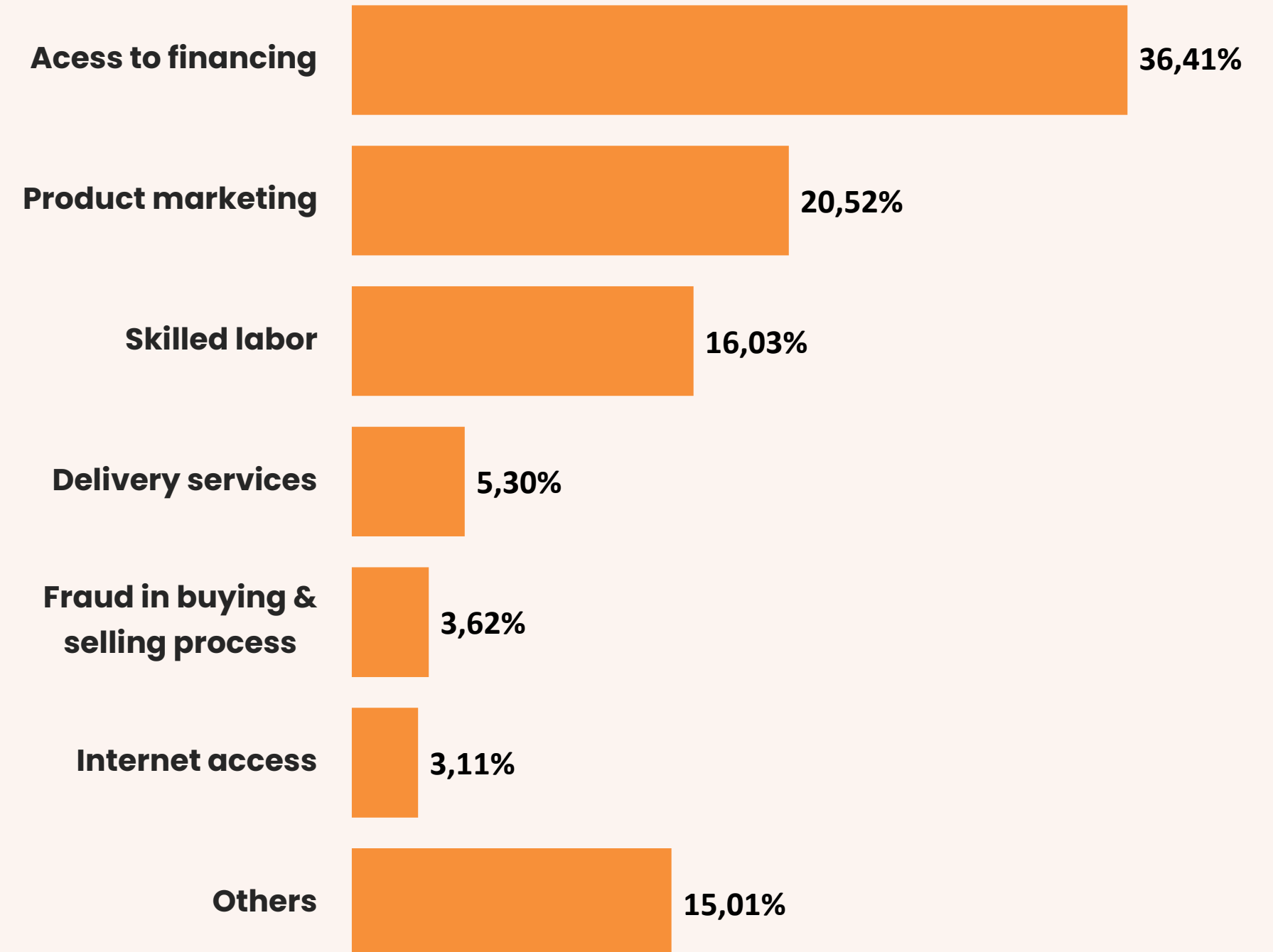
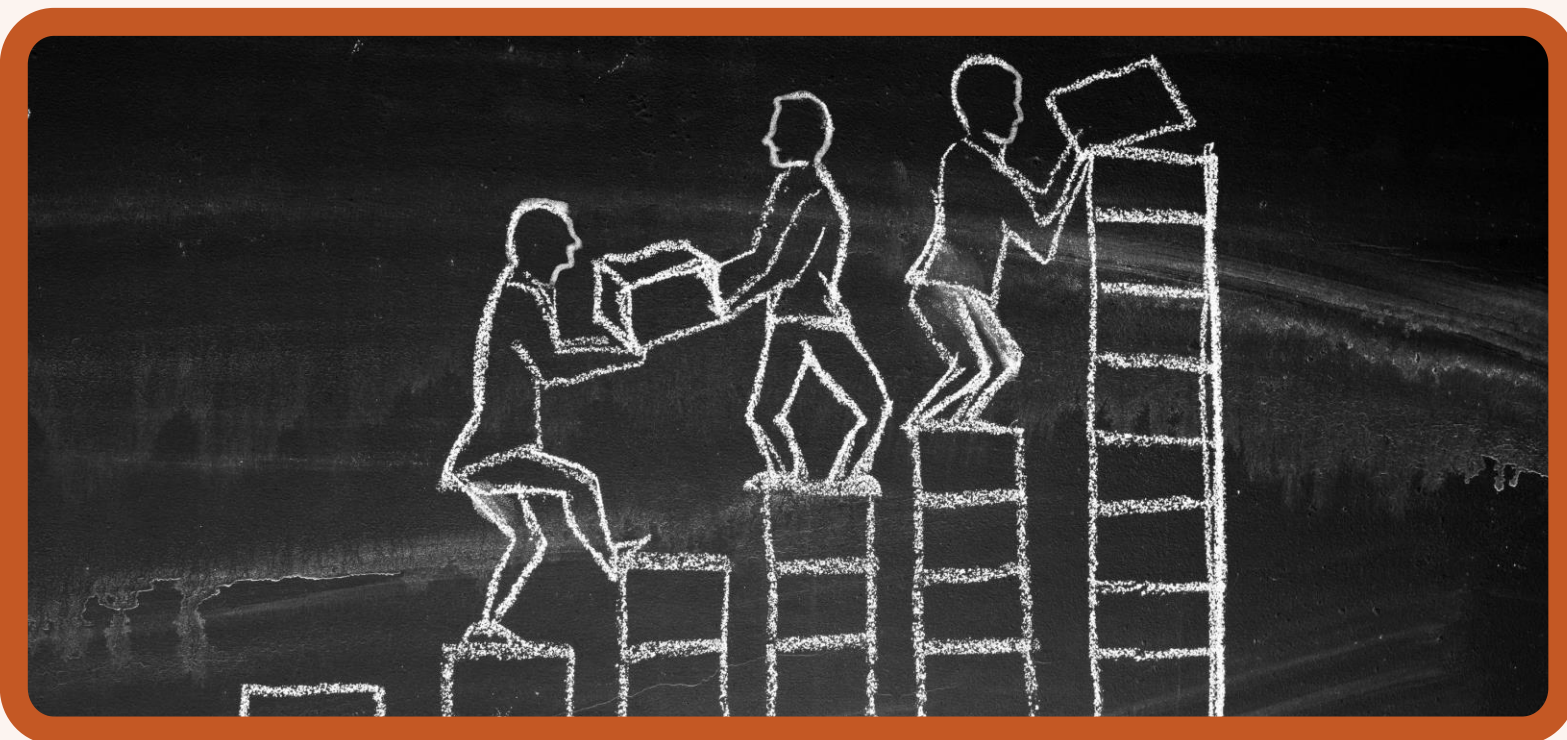
Despite online product sales, cash remains the most commonly used payment method among most e-commerce businesses in Indonesia in 2024.



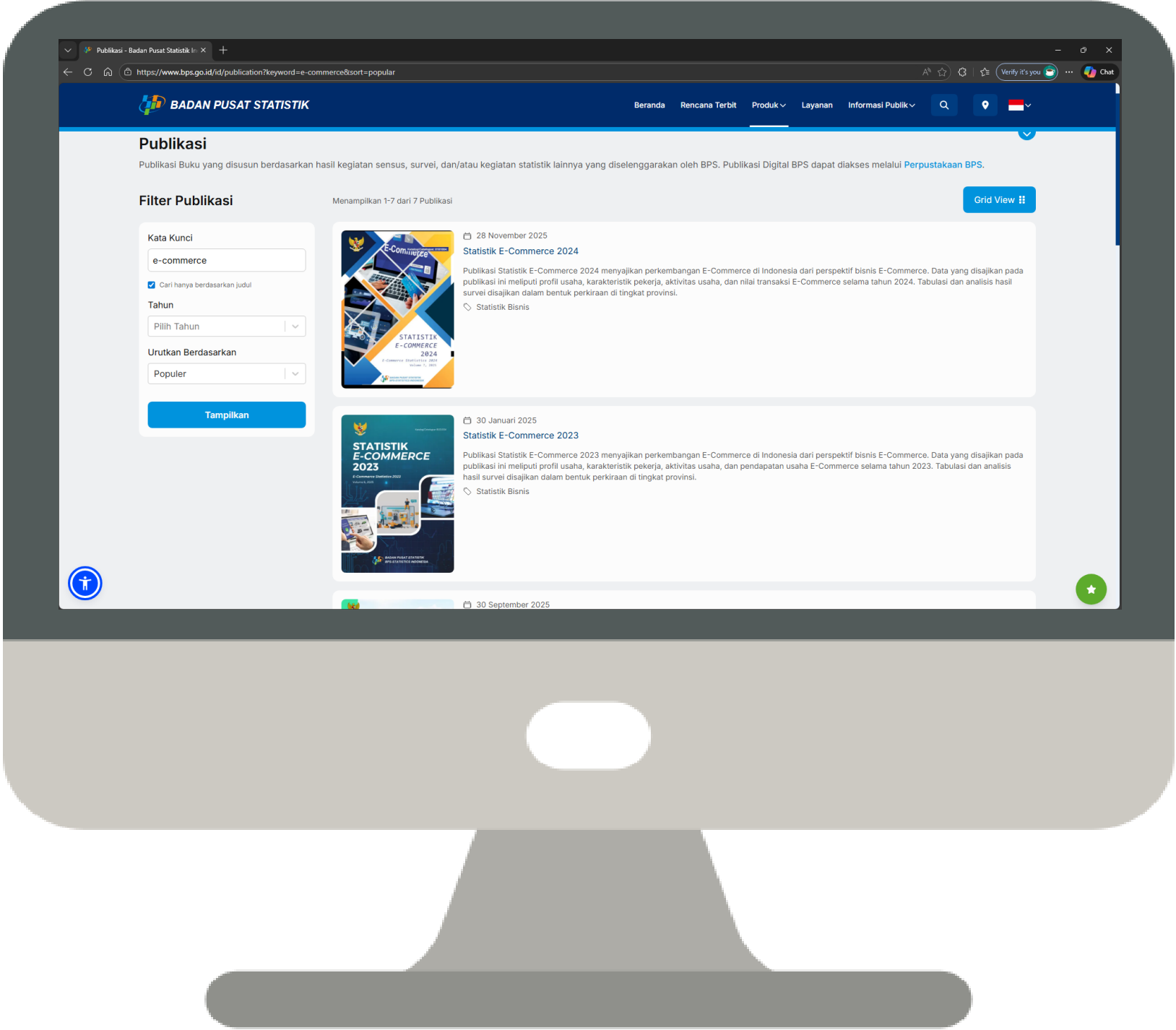
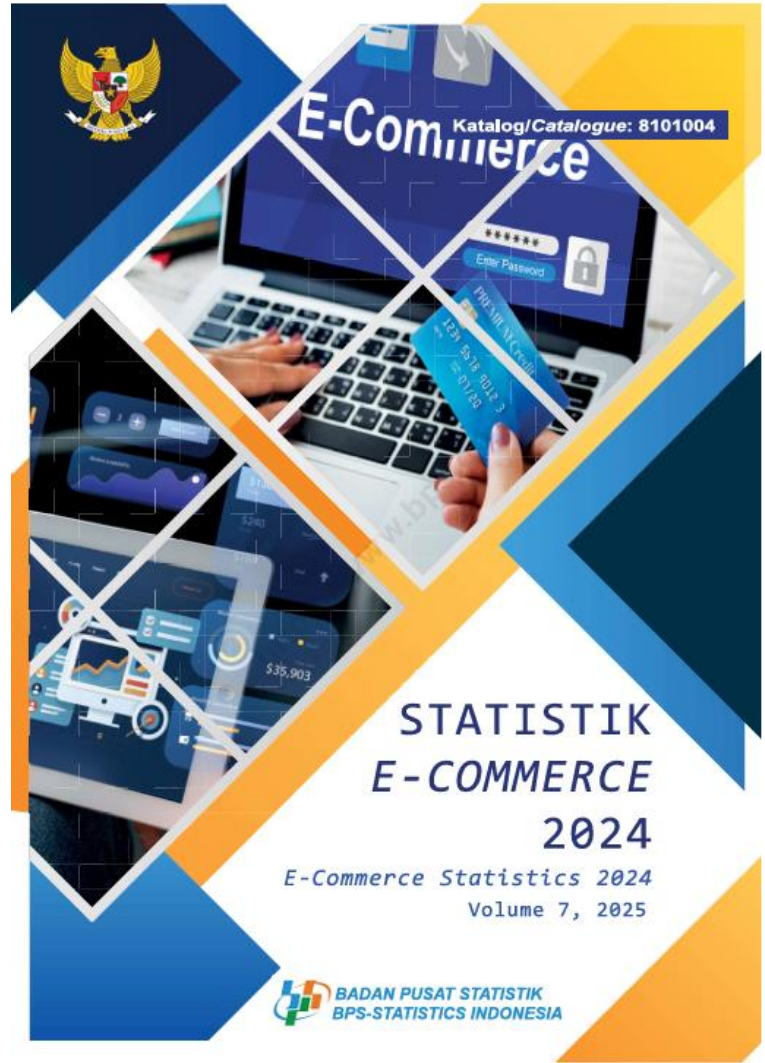
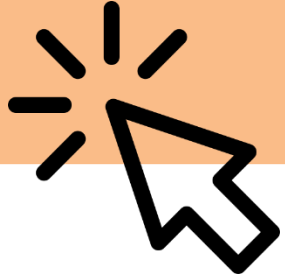
KEY CHALLENGES



Based on the e-commerce survey, access to financing were identified as the main challenge faced by businesses in conducting online transactions during 2024.



More details can be accessed at www.bps.go.id





STATISTICS INDONESIA

Thank You!

