The impacts of Covid19 to retail and consumption is devastating
President announcement of Covid19 on March 15 2020 and Official lockdown April 10 2020
Consumer purchases focus on CORE FOOD and HEALTH PROTOCOLS; DROP other categories

The Covid19 attack on Indonesia retail and consumption
Announcement and lock down created one time PANIC BUYING on certain product categories; then slide down till today

The Covid19 attack on Indonesia retail and consumption
The Covid-19 attack on Indonesia retail and consumption

FMCG retail sales plummet

Source: Nielsen Retail Audit
OFFLINE retail sales plunge
ONLINE retail sales dive

The Covid19 attack on Indonesia retail and consumption
ATM and Debit card transaction fall

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E-money transaction contracted 12.8%
The retail sector has second largest employees

Source: BPS
Consumption drop (59% GDP contribution) gives direct impact in economic growth.

The Covid19 attack on Indonesia retail and consumption.
Expectation of income, jobs and business are also declining

**Consumer Expectation Index by Components**

![Graph showing the decline in consumer expectations](chart.png)

- **Incomes Expectation**
  - Aug 2020: 124.7
  - Sep 2020: 122.2
  - Oct 2020: 118.7

- **Job Availability Expectation**
  - Aug 2020: 114.4
  - Sep 2020: 109.2
  - Oct 2020: 101.4

- **Business Expectation**
  - Aug 2020: 115.5
  - Sep 2020: 106.4
  - Oct 2020: 99.6

*The Covid19 attack on Indonesia retail and consumption*
Confidence is lowering again towards end of the year.
Tend to do SAVING...
20020 saving is 3 times than 2019 ; August 2020 alone is 148 Trillion

Deposit growth for accounts >5bn accelerated

Deposit growth by tiering (% yoy)

Deposit growth by tiering (IDR tn)

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Source: LPS

Deposit by tiering (IDR tn)

Year to date

The Covid19 attack on Indonesia retail and consumption
Jumpstart economy actions

• Help purchase power the mass (midlow):
  • Cash disbursement
  • Jobs
• Mid Upper (have savings) need confidence
  • Lowering Covid19 cases
    • Enforcement
    • Vaccine
  • Ease of doing business
    • Omnibus Law
Channel Recovery Outlook by end 2020

By rank

- FNB: up to 60% - 80% regular sales
- Retail lifestyle: up to 60% - 75% regular sales
- Travel: up to 30% - 40% regular sales
- Cinema: up to 25% regular sales
- Vehicle: up to 20% - 35% regular sales
Making sure consumption is turning around towards 2021 and bring up GDP growth

The Covid19 attack on Indonesia retail and consumption
Go Back to Normal

Pre Covid

Experiential Shopping
Social
Offline
Travel
Indulge
Active sports
Eating Out

During Covid

Buying
Limited Virtual Social
Online
Stay at Home
Focus on basic
WFH - EFH

Post Covid

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Consumer Behavior

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