

## EVENT COVERAGE

3 May 2017

# Spire speaks on e-shopping prospects in Indonesia



*As more users explore e-shopping and e-payment options, retailers are transforming the online e-shopping experience in Indonesia. Jeffrey Bahar, Group Deputy Chief Executive Officer of the Spire Research and Consulting group, was honored to be a guest speaker at GATES Indonesia ICT Reseller Channel Summit 2017 on e-commerce opportunities in Indonesia.*

In his presentation, Bahar shared his insights on the growth of modern retail turnover in Indonesia, focusing on consumer trends and the e-payment ecosystem.

Bahar mentioned that the growth of modern retail for 2017 was 10% (growth rate), contributing 5.40% to Gross Domestic Product (GDP). With 88.1 million internet users in 2016 (34% of population), the number of Indonesian online shoppers grew from 7.4 million (in 2015) to 8.7 million (2016).

On the other hand, methods used to pay for on-demand services in 2016 were cash (69%), e-money via applications (28%) and credit cards (12.46%).

Pre-paid e-money has shown significant growth recently. However offline retailers still feel more comfortable using bank cards (debit or credit cards).

**Jeffrey's presentation deck on "Ecommerce in Indonesia" can be found [here](#).**

.....

**Jeffrey Bahar, Deputy Chief Executive Officer of Spire Research and Consulting**

Jeffrey founded Spire Indonesia's operation in 2003, subsequently opening full-service offices in Malaysia and Vietnam in 2007 and 2008 respectively. He is based in Jakarta and travels frequently in the South East Asia region to consult a vast portfolio of leading companies in various industries, addressing their market entry and market growth problems, providing marketing consulting, in-depth competitor analysis, distribution channel and supply chain analysis, as well as business partner evaluation.

He holds Master of Science and Bachelor of Science degrees in Industrial Engineering from the University of Wisconsin, Madison.

.....

**About Spire Research and Consulting**

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit [www.spiresearch.com](http://www.spiresearch.com).

**For media enquiries, please contact:**

Nidhi Singh  
Manager, Group Corporate Communications  
Spire Research and Consulting  
Phone: (91) 124 646 5499  
E-mail: [nidhi.singh@spiresearch.com](mailto:nidhi.singh@spiresearch.com)