



# Indonesia Cosmetic Market

## The New NOW

Asia One Cosmetic and Beauty Forum,  
Grand Hyatt Jakarta

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# Indonesia Beauty Boom



Growing Purchase Power

Young population

Urbanization

Digital

Retail network

# 2030 world top ten economy

	1990	USD trn	2000	USD trn	2010	USD trn	2020	USD trn	2030	USD trn
1	US	5.8	US	10.0	US	14.6	China	24.6	China	73.5
2	Japan	3.0	Japan	4.7	China	5.7	US	23.3	US	38.2
3	Germany	1.5	Germany	1.9	Japan	5.4	India	9.6	India	30.3
4	France	1.2	UK	1.5	Germany	3.3	Japan	6.0	Brazil	11.9
5	Italy	1.1	France	1.3	France	2.6	Brazil	5.1	Japan	9.2
6	UK	1.0	China	1.2	UK	2.3	Germany	5.0	Indonesia	9.0
7	Canada	0.6	Italy	1.1	Italy	2.0	France	3.9	Germany	8.2
8	Spain	0.5	Canada	0.7	Brazil	2.0	Russia	3.5	Mexico	6.6
9	Brazil	0.5	Brazil	0.6	Canada	1.6	UK	3.4	France	6.4
10	China	0.4	Mexico	0.6	Russia	1.5	Indonesia	3.2	UK	5.6

Source: Standard Chartered



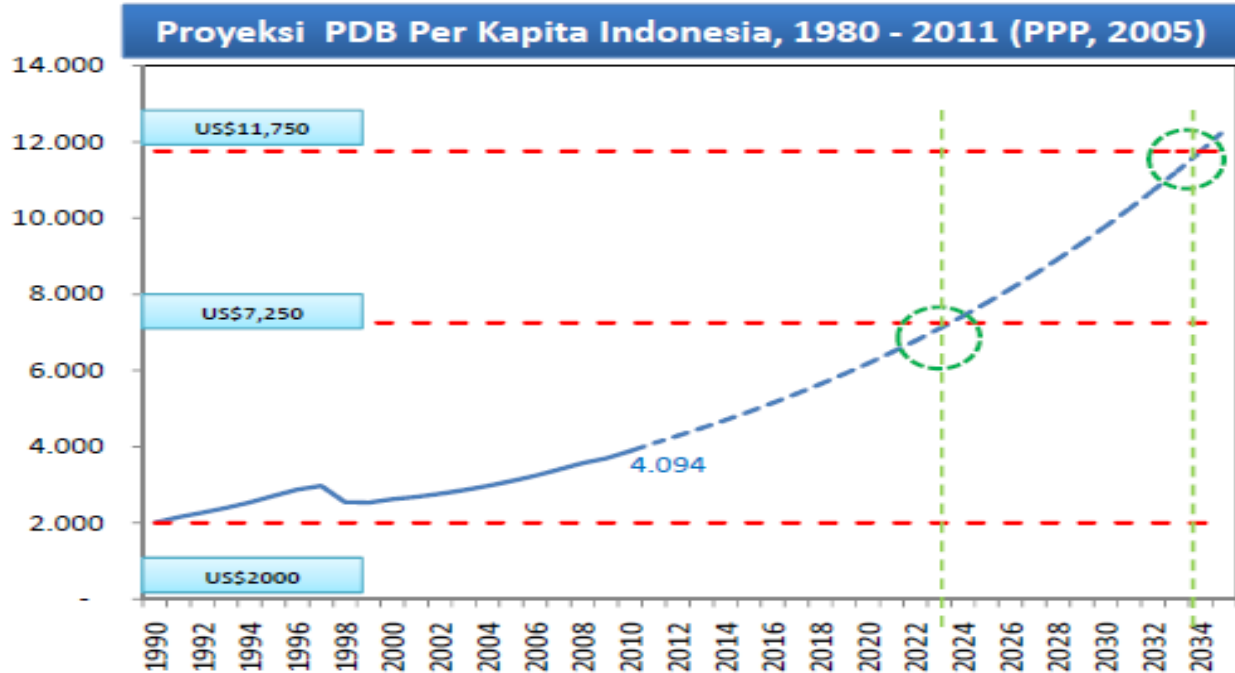
# Higher income and purchase power

High income

Upper middle income

Lower middle income

Low income

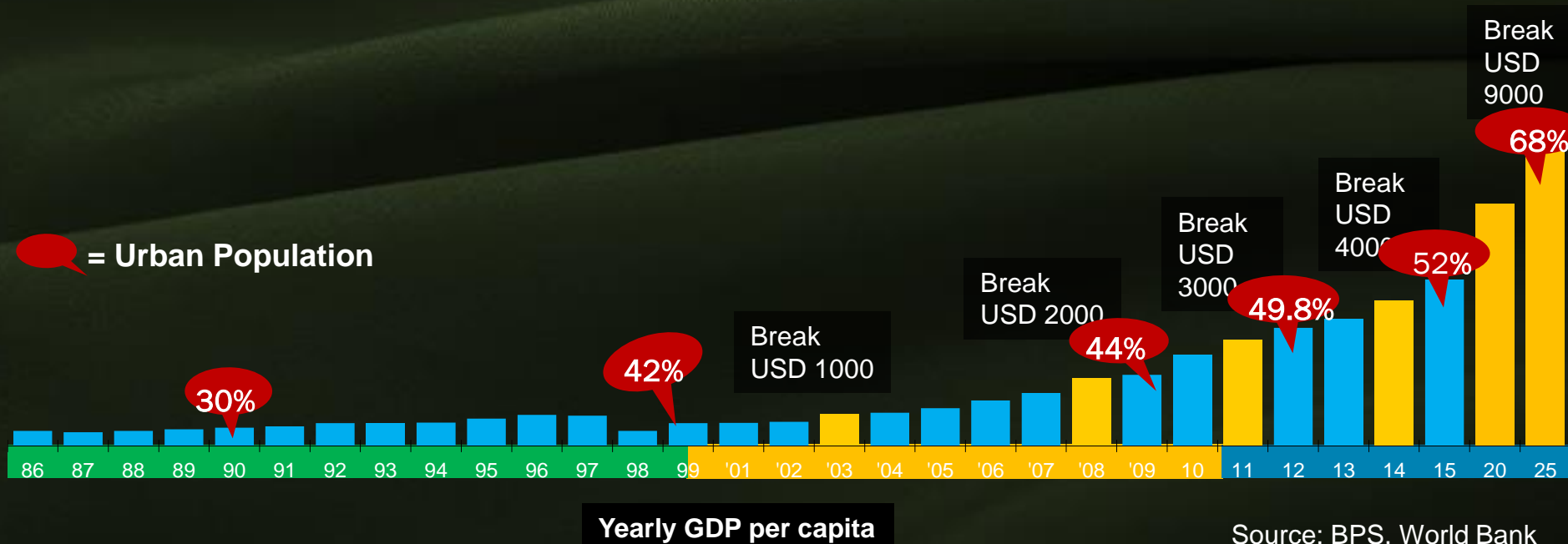


**Asumsi: Pertumbuhan Ekonomi rata-rata 6%, dan pertumbuhan populasi rata-rata 1.3%**

# Bigger and faster Indonesia

	2005	2015	2025
Size economy	US\$ 0.7 Trillion	US\$ 1 Trillion	US\$ 2 Trillion ++
Consumer market	US\$ 0.3 Trillion	US\$ 0.6 Trillion	US\$ 1.5 Trillion
GDP per capita	US\$ 1500	US\$ 4000	US\$ 9000
Urban population	43%	50%	68%

# Evolution of the market



# Era of consumer power



WAVE 1  
PRODUCER POWER

PRODUCTION DRIVEN



WAVE 2  
ECONOMIC GROWTH

MARKETING-DISTRIBUTION DRIVEN



WAVE 3  
TRANSFORMATION

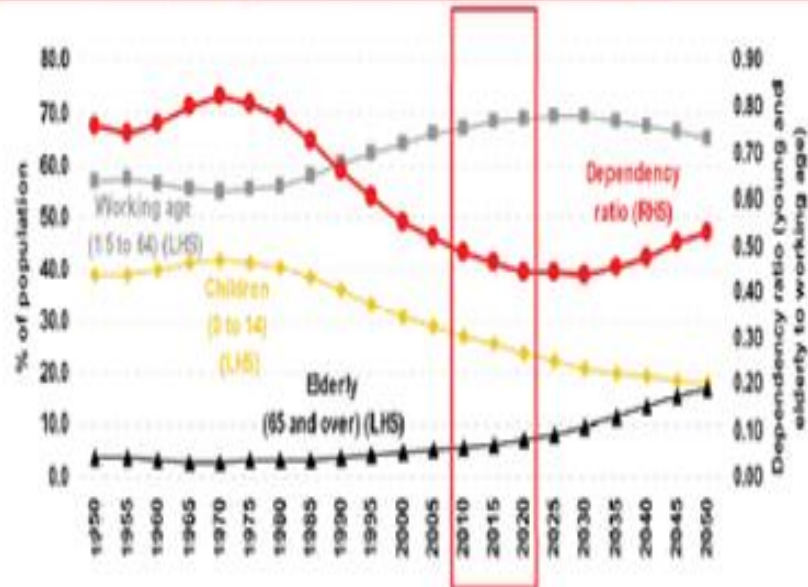
- Battle for market share
- Instant, unlimited selection
- Demand Experience
- Custom over mega brands
- Immediate availability
- Novelty
- Community interest

**CONSUMER POWER**

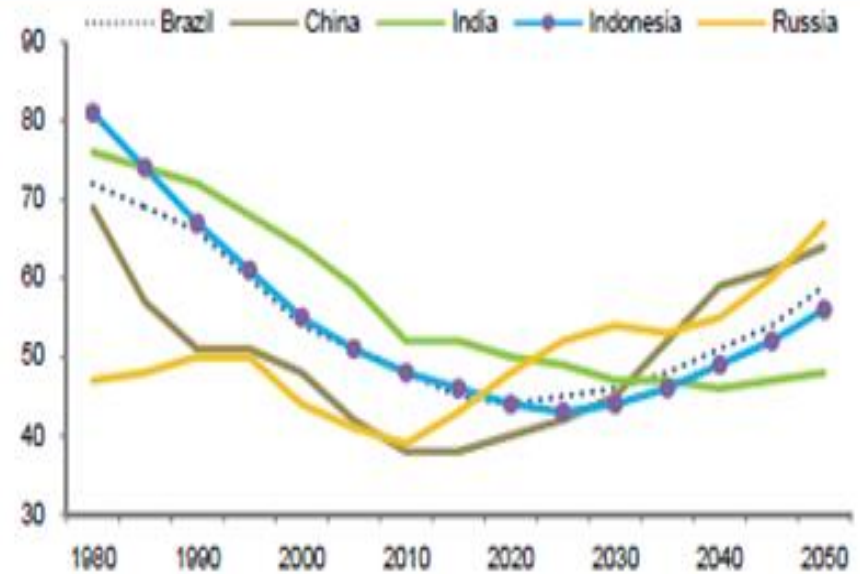


# Bonus young demography

Dependency Ratio terus menurun hingga 2030

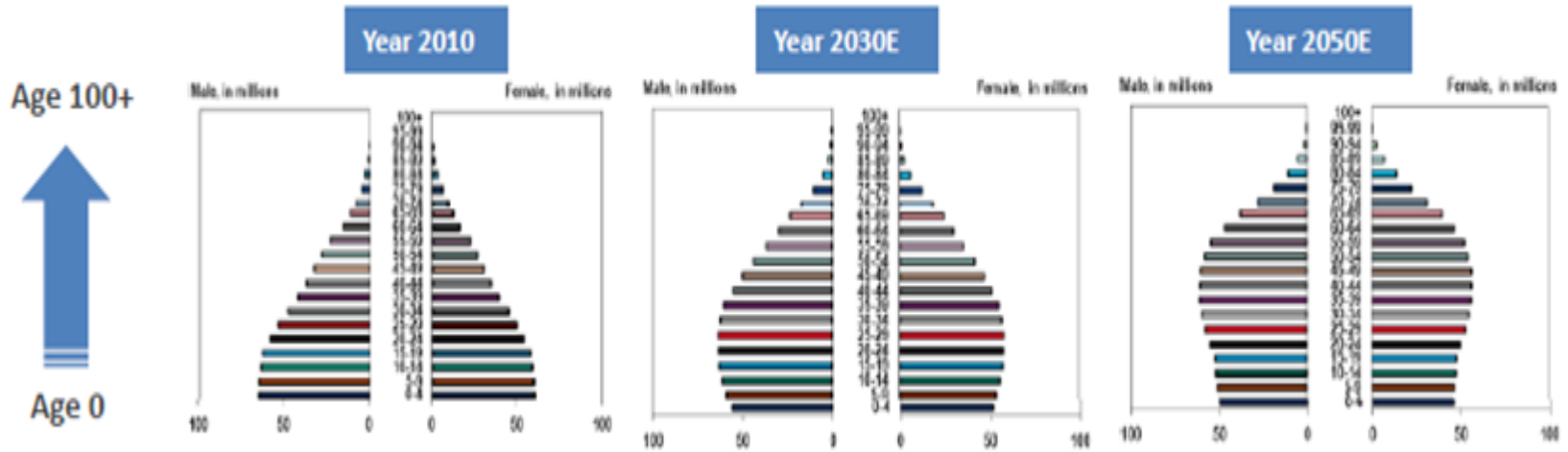


Demografi Indonesia dibandingkan negara peers



# Over 60% is under 40 years old

Lebih dari 60% total populasi Indonesia berusia di bawah 39 tahun



Source: World Bank, UNPP

INDONESIA annual pace **+4%**

One of the **most rapidly urbanizing countries** in the world.



By 2025 : **68** percent

vs 52 percent in 2012 (according to UN projections).

# Next growth destination: secondary, tertiary, out java area

## Exhibit 10

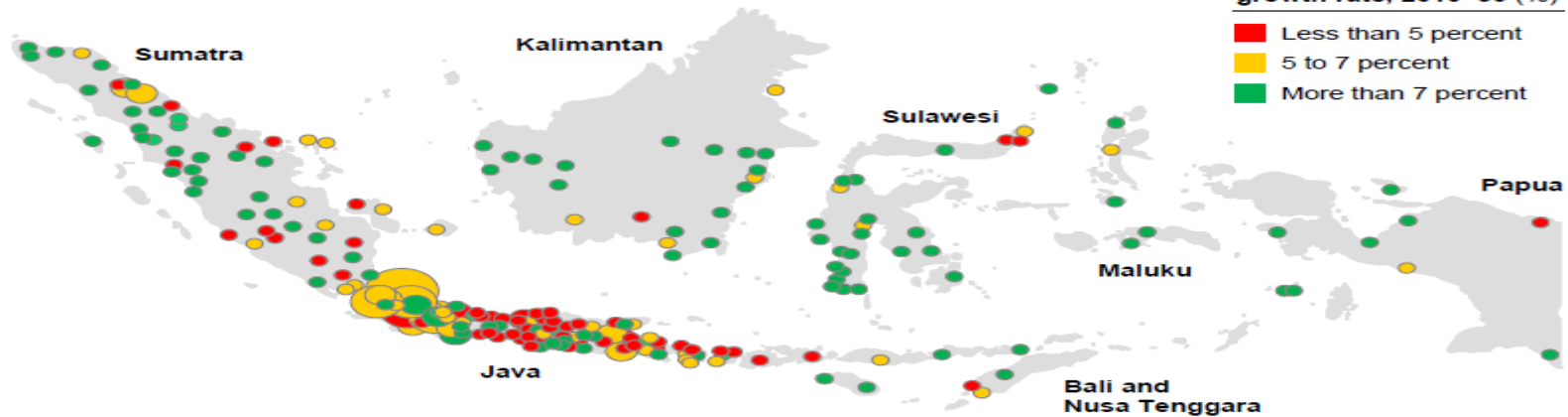
**The majority of Indonesia's fastest-growing cities are outside Java**  
GDP development, 2010–30

### Type of urban area by population in 2010<sup>1</sup>

- Small middleweights (150,000–2 million)
- Mid-sized middleweights (2 million–5 million)
- Large middleweights (5 million–10 million)
- Jakarta >10 million

### GDP compound annual growth rate, 2010–30 (%)

- Less than 5 percent
- 5 to 7 percent
- More than 7 percent



<sup>1</sup> Urban areas are aggregated areas consisting of cities (kota) and districts (kapupaten) rather than specific city jurisdictions.  
SOURCE: 2010 Population Census, Indonesia's Central Bureau of Statistics; McKinsey Global Institute analysis



**in 2020 MAC Sumatra bigger than Thailand ;  
MAC Java bigger than Malaysia+ Singapore**



**Purchase goods beyond basic needs (during 2020-2030) is the  
biggest in the world- a part for China and India.**



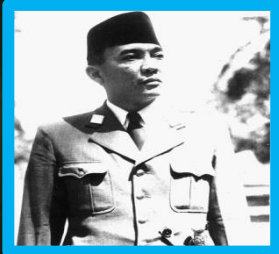
# Beauty mega trends

Feeling good  
Looking good  
Healthy  
Convenient

+ Affordable Premium



# Indonesia revolution heroes



Soekarno



Soeharto

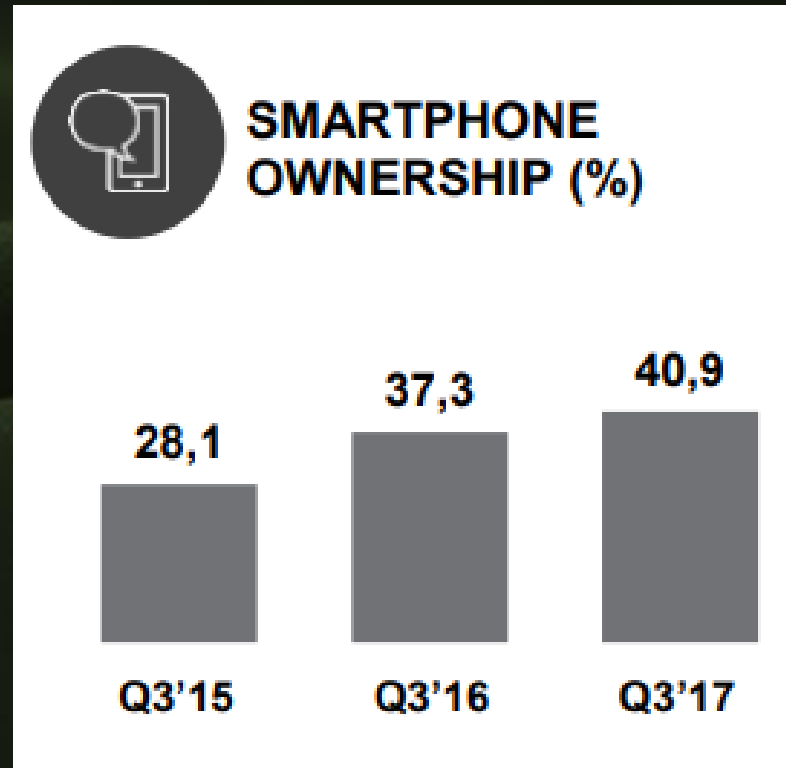


Soesilo



Soe-kerberg

# Increasing smartphone penetration



# SMARTPHONE & INTERNET PENETRATION

Total internet user is 44%.

**38%** ARE CONNECTED TO  
INTERNET THROUGH  
PERSONAL COMPUTER



**80%**



ARE CONNECTED TO INTERNET  
THROUGH THEIR SMARTPHONES

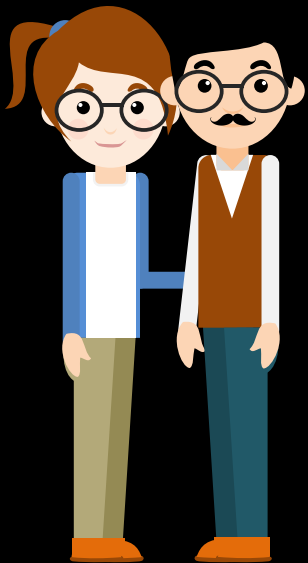


**38%**

OF INTERNET USERS  
ARE ONLINE SHOPPERS

# WHAT WE ARE SEEING IS A TRANSFORMATION OF TRUST...

## OLDER GENERATIONS



SEE



TOUCH



FEEL



INFO FROM SHOPKEEPERS



INFO FROM SOCIAL CIRCLE

## MILLENNIALS





# THE DIFFERENCE...

WINDOW SHOPPING



SCROLL SHOPPING



OLDER GENERATION



RELISH THE EXPERIENCE



MILLENNIALS



CONSTANT & INSTANT

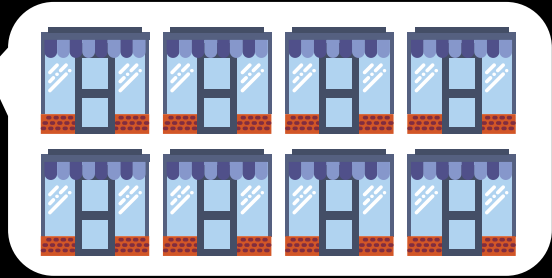
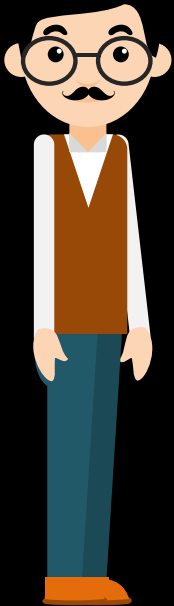


# THE DIFFERENCE...

BARGAIN SEEKING



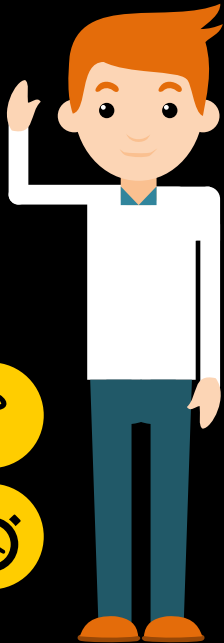
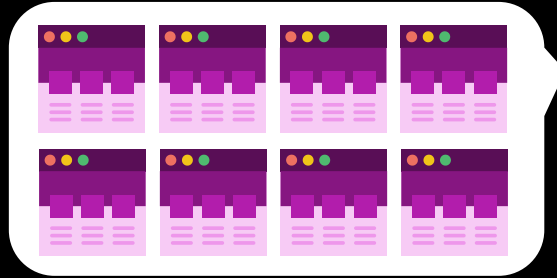
COMPARING SITES & APPS



OLDER GENERATION



COMPARING SHOP TO SHOP



MILLENNIALS



BORDERLESS COMPARISONS

# THE DIFFERENCE...

TREASURE HUNTING



CHAT FORUMS & SOCIAL MEDIA



OLDER GENERATION



COMPARING SHOP TO SHOP



MILLENNIALS



GLOBAL SEARCH



# Digital = Pressure







# TOP eye items



Maybelline Magnum Barbie  
+84.5%



Wardah EyeXpert Optimum Hi-Black Liner  
+154%



Wardah Eye Brow Pencil Brown  
+467%

# My Tips Cantik

by: Harumi PS

HOME CONTACT ME WELCOME



January 11, 2017 Beauty Products

## SARIAYU TREN WARNA 2017 INSPIRASI GILI-LOMBOK

Happy new year my loves! Just a quick heads up I AM SO GLAD 2016 is over. Aku looking forward banget sama tahun ini... I feel like last year was my "safe" year and I [...]

# HARUMI

n

[MyTipsCantik.com](http://MyTipsCantik.com)



May 30, 2016 Beauty Products

## MY APRIL 2016 FAVORITES CATEGORIES

- Beauty Products
- Select Category
- Beauty
- Beauty Products
- Events
- Fashion
- Hair
- Life
- Makeup How To's
- My Works
- Travel



*Ola Gumballs! It's minyo here!*

Click the left button to go youtube, or the right one to go to the site

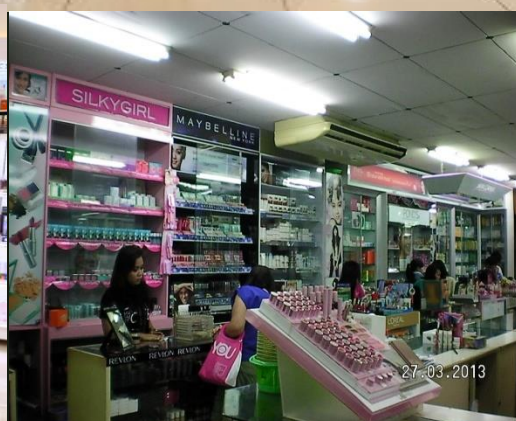
Youtube

Site

[minyo33.com](http://minyo33.com)

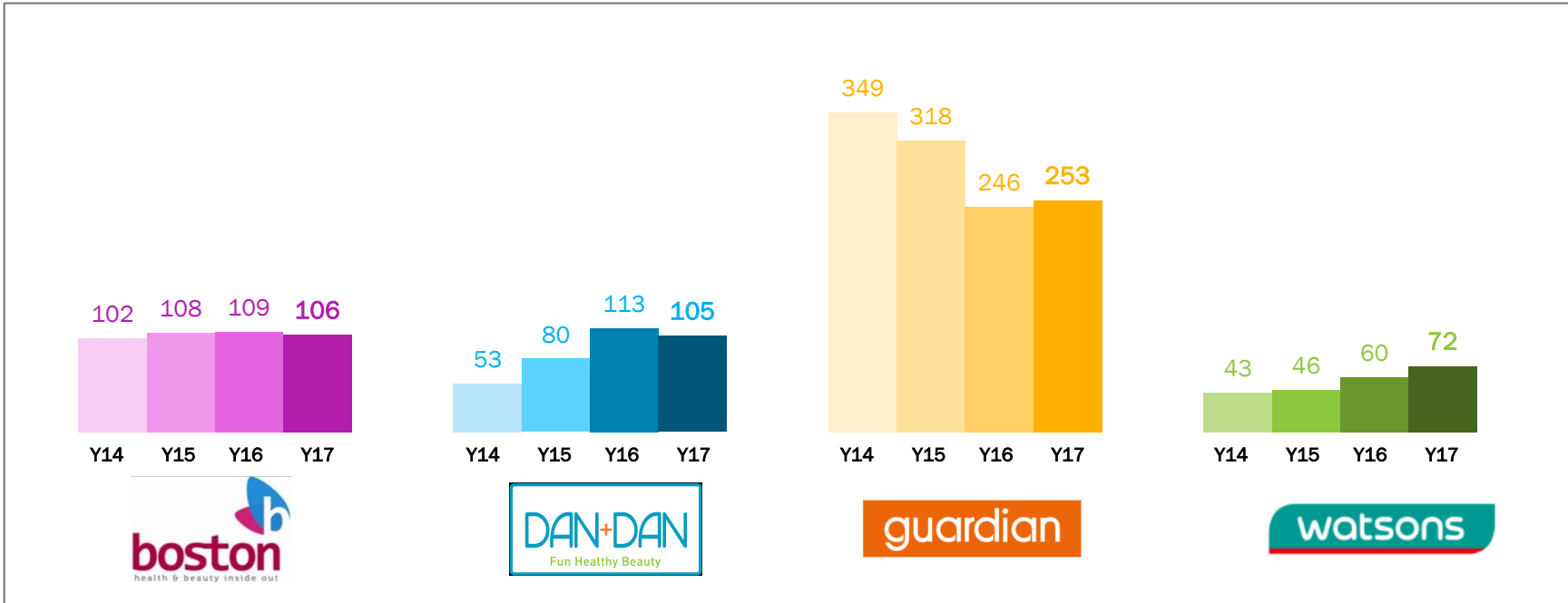


# Beauty Retail network



# OPENING STORES

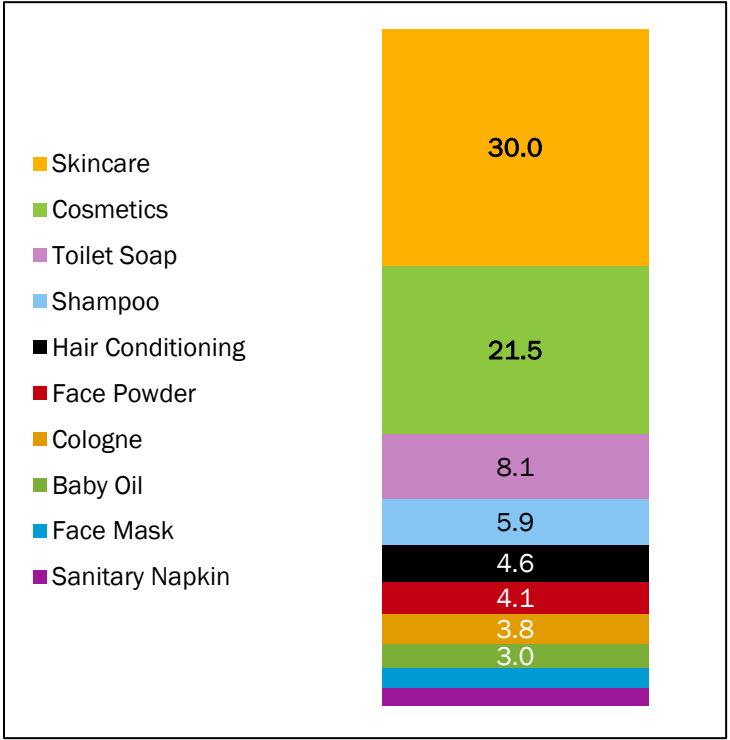
Personal Care Key Accounts | Store Numbers up to W4317 (October 2017)



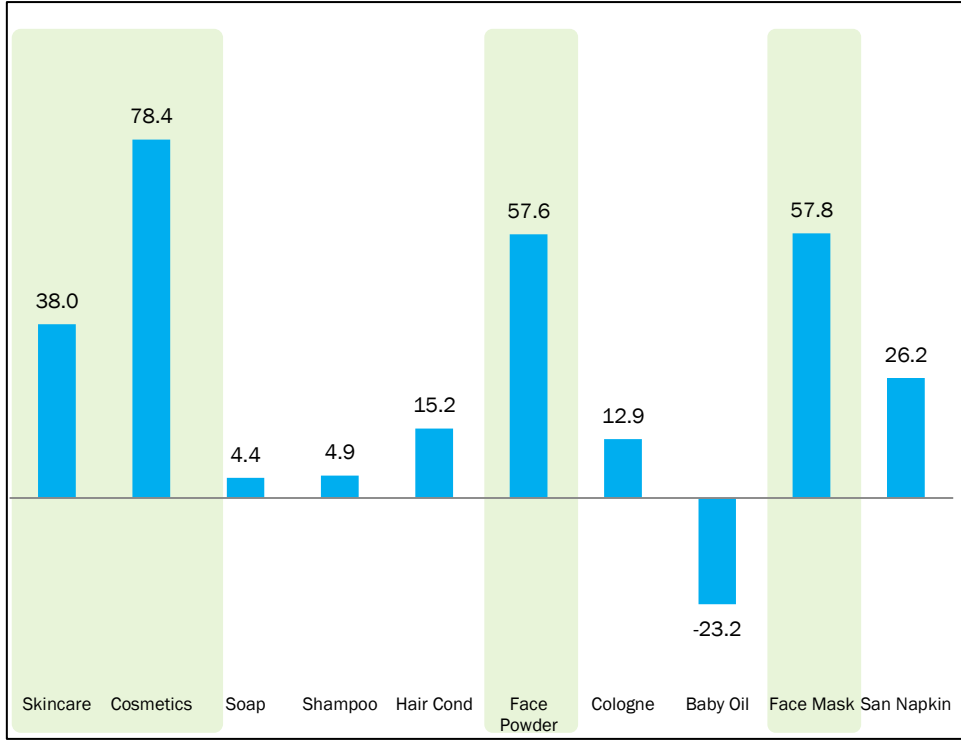


# SKINCARE, COSMETICS & FACIAL RELATED CATEGORIES GREW DOUBLE DIGIT IN PERSONAL CARE STORES

Personal Care in PC KA | Top 10 Categories



Personal Care | Channel Growth YA | YTD October 2017



# CATEGORY OPPORTUNITY MAPPING

## CORE BUSINESS

- Skin Care
- Cosmetic
- Face Powder

Way to grow further :

- ✓ Seek opportunity and trend from other channel, eg GT

## THE LITTLE NEXT BIG THING

- Hair Coloring
- Face Mask
- Foundation

Way to grow :

- ✓ Leveraging promotion

## MUST HAVE

- Cologne
- Toilet Soap
- Shampoo
- Hair Conditioning

Way to grow :

- ✓ Store expansion
- ✓ Effective Assortment

# PTI, MAYBELLINE, AND L'OREAL GREW FANTASTICALLY

Top 20 Suppliers in PC KA | Skincare & Cosmetics | Value Contributions & Value Growth | YTD Oct 2017

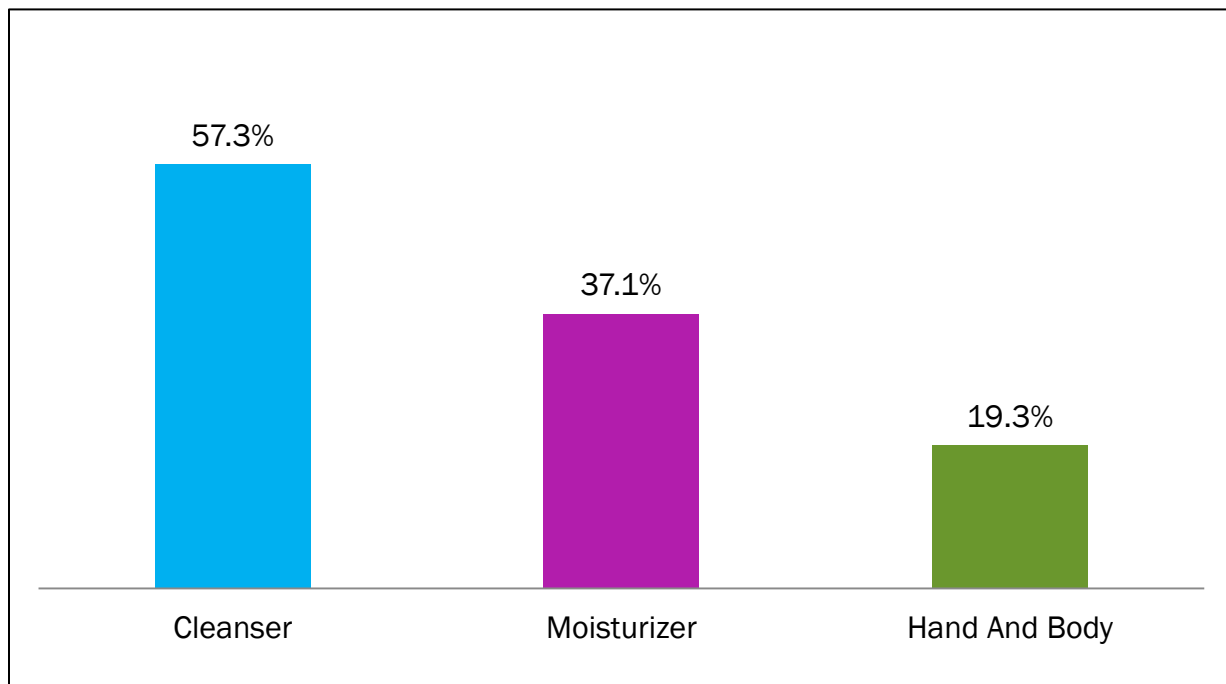
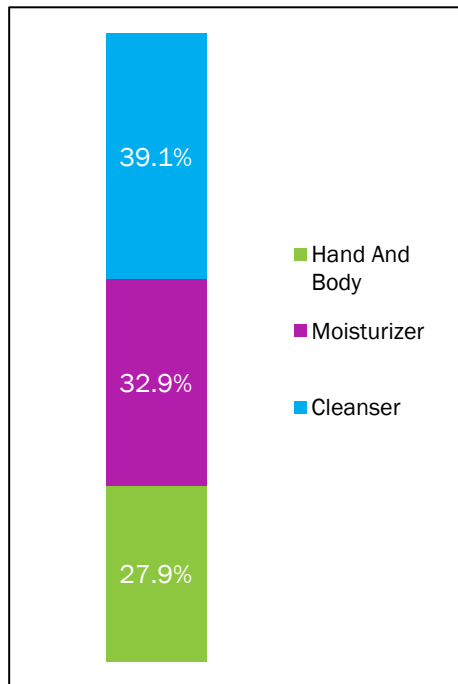
Rank	Manufacturers	Contributions	Value % Chg YA
1	Paragon Technology and Innovation	12.4	132.2
2	Maybelline Inc	6.2	30.3
3	L'Oreal	2.9	36.2
4	Unilever	2.6	20.5
5	Dermanesia	2.4	50.3
6	Beiersdorf	2.2	54.5
7	Banana Boat	2.2	22.8
8	Laboratoires Sarbec	1.7	62.1
9	Gloria Origita Cosmetic	1.6	9.9
10	Alliance Cosmetics Sdn Bhd	1.2	52.1
11	Cosnova	1.0	1,453.7
12	Procter And Gamble	1.0	2.4
13	Seba Farma	0.8	-2.9
14	Rudy Soetady&co	0.7	18.4
15	Rohto Laboratories Indonesia	0.7	46.7
16	Darya Varia Lab	0.6	52.7
17	Vitapharm	0.5	17.4
18	Mandom Indonesia Tbk	0.4	168.0
19	Lab Dermatologiques Avene	0.3	31.3
20	Kao	0.3	56.9



**BEGIN  
WITH SKIN**

# Cleansers are #1 performer in skincare

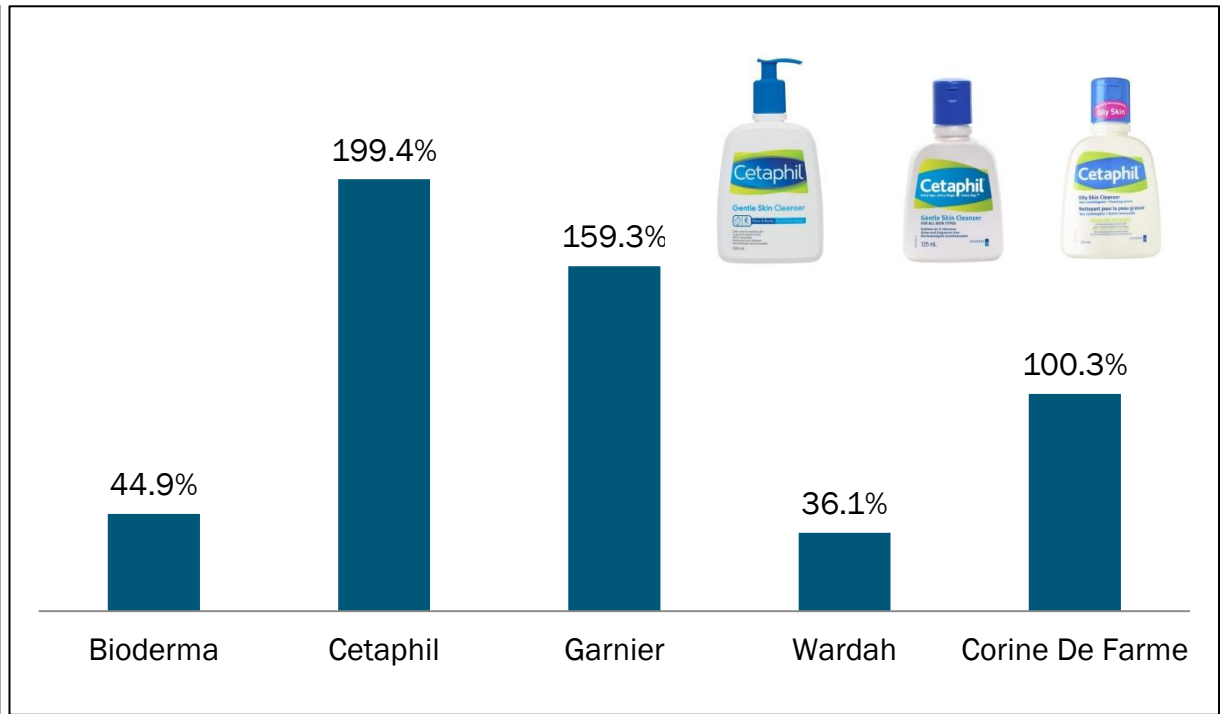
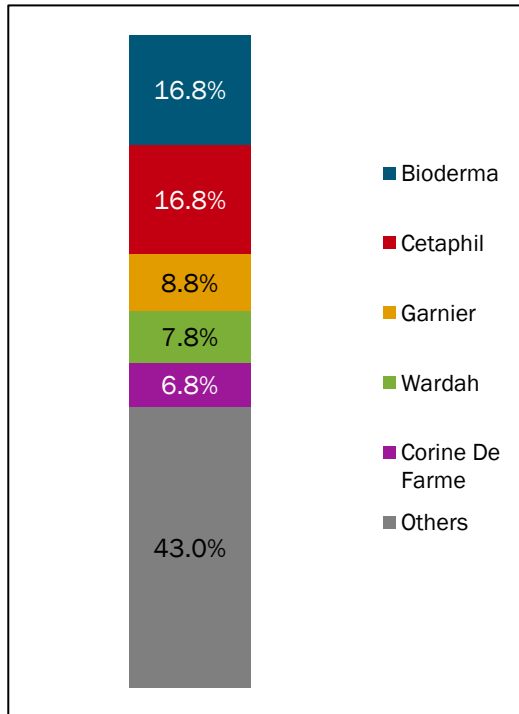
Skincare by Segment | Value Contributions & Value Growth YA | PC KA | YTD October 2017



# Cetaphil: the king for cleansers

## *micellar water, non fragrance*

Cleansers | Top 5 Brands | Value Contributions & Value Growth YA | PC KA | YTD October 2017

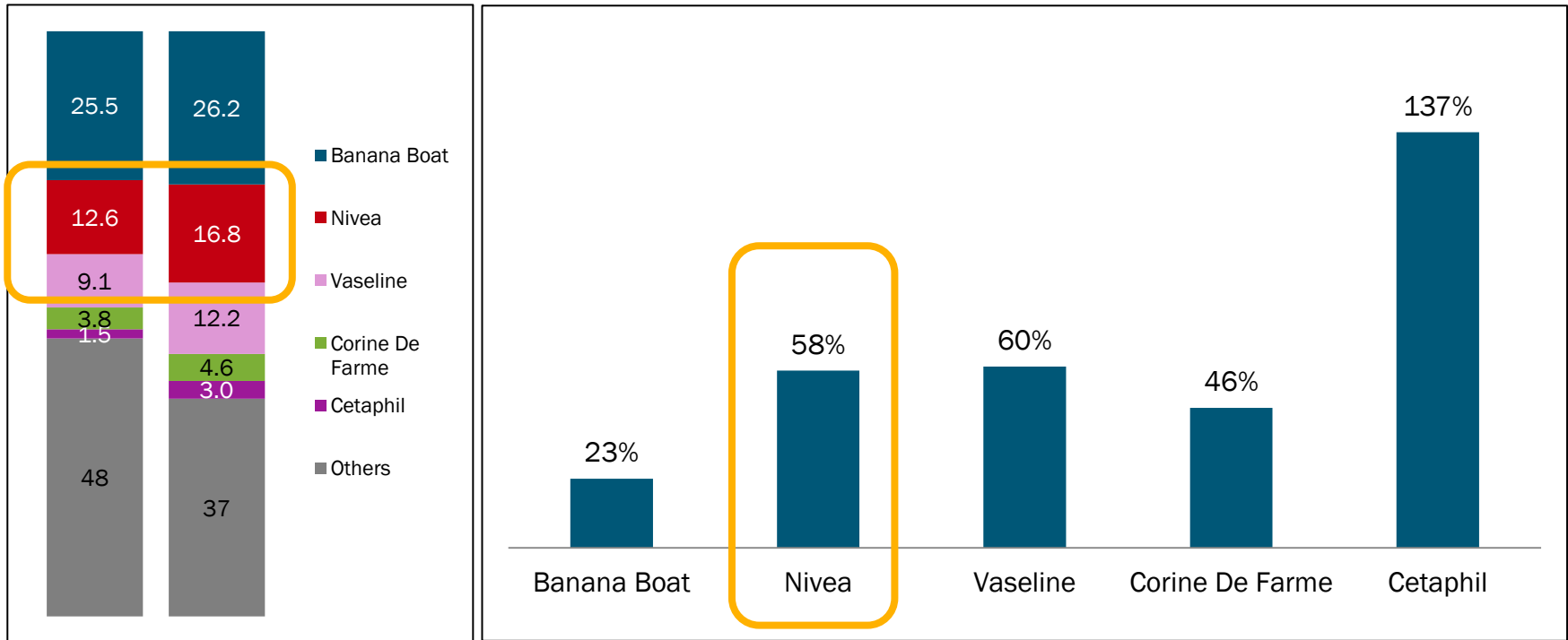


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# Sun protection dominates, but soft skin grows

Hand & Body Lotion | Top 5 Brands | Value Contributions & Value Growth YA | PC KA | YTD October 2017



# Nivea: beauty influencers' power influence

Nivea collaborated with two key influencers: Bubah Alfian and Lizzie Parra

**DAN+DAN**  
Fun Healthy Beauty

**NIVEA**

**Talkshow with Bubah Alfian**  
Sabtu, 19 Agustus 2017  
Pukul 19:00 WIB  
Booth Dan+Dan E4 Gembira Expo,  
Jiexpo Kemayoran

**Make Up by You**  
#CleansedbyNIVEA

beautynesia | Ponta | HARI DISKON INDONESIA

FIND US | Dan-Dan Store | dandanstore | dandankustore | Dan-Dan Store | www.dandanku.com

**FEMALE DAILY** | **NIVEA** | **guardian**

**NIVEA X GUARDIAN MAKEUP CLASS**

**Mekanisme**  
Belanja minimal Rp 100,000 produk NIVEA Make Up Care (Periode: 1 – 30 Juni 2017) di Guardian Jabodetabek

Masukan data diri kamu di form ini  
Kemudian kamu akan mendapatkan balasan email untuk melengkapi data diri  
Kirim bukti struk kamu di email tersebut, dan tunggu dihubungi dari pihak Female Daily jika kamu beruntung

*\*Email ini bukan email konfirmasi pemenang*

## NIVEA LIP BUTTER

Posted by Lizzie Parra

31 comments



Banyak sekali teman-teman yang sering bertanya "kak lizzie perawatan bibirnya apa sih?" atau "kak gimana cara kakak ngerawat bibir setelah swatching lipstick segitu banyaknya?". Well, pertanyaan itu sering sekali aku baca di social media aku. Nah, di post ini aku mau cerita ni, salah satu produk andalan aku kalau bibir lagi kering atau pecah-pecah.



**Then Color it**





# LIPS

## cosmetics

### now #1

### choice

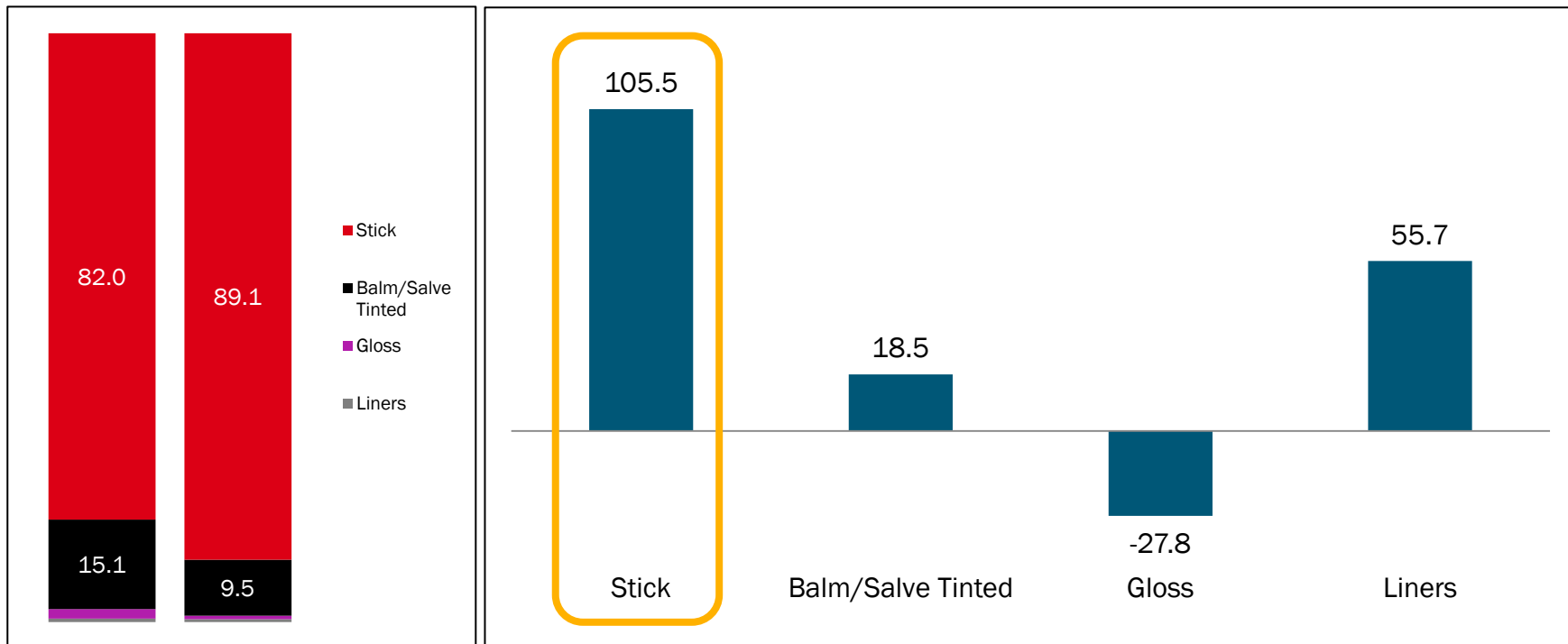
Cosmetics in PC KA

		YTD 16	YTD 17	GROWTH %
LIPS		47.2	50.1	89.1
EYE		46.1	40.6	57.1
BLUSH / CONCEALER		4.3	8.4	243.5
NAILS		2.3	1.0	-25.8

# Lipstick dominates

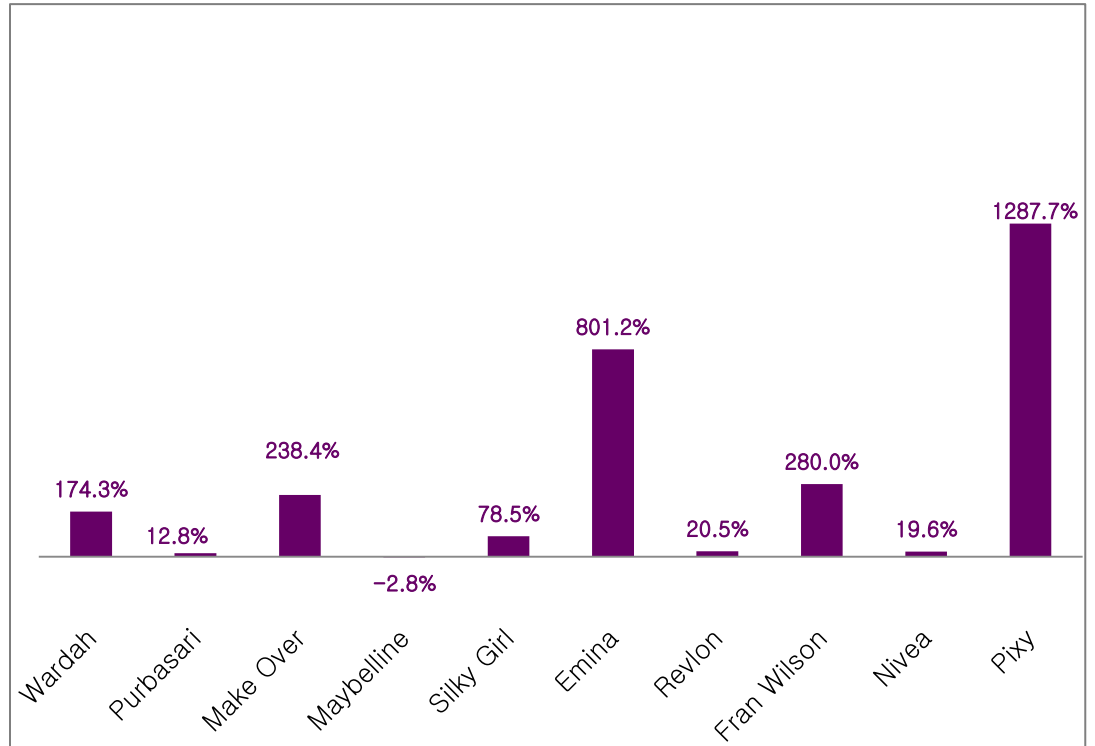
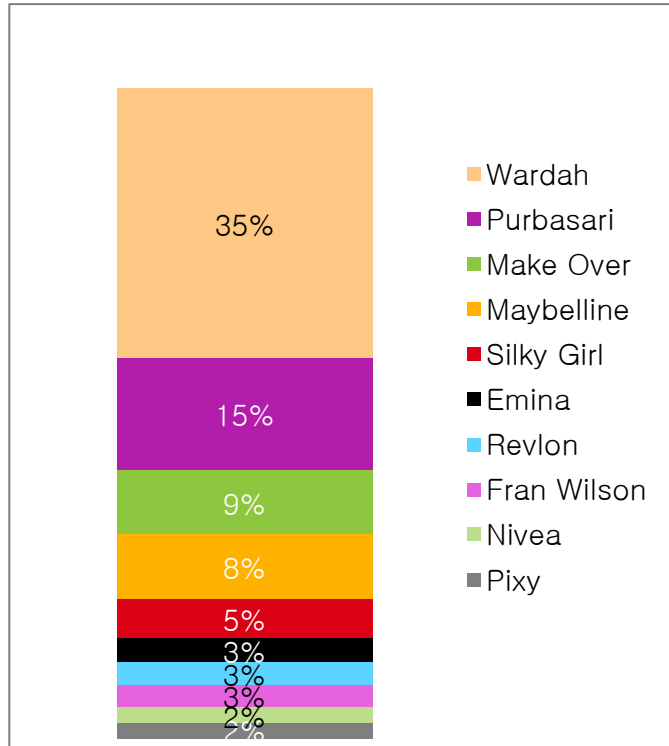
Lipstick grew significantly as it is the easiest applicable cosmetics and various brands available

Lip Cosmetics Segments | Value Contributions & Value Growth YA | PC KA | YTD October 2017



# Wardah, Make over, and Emina still the leader

Lipsticks | Top 10 Brands | Value Contributions & Value Growth YA by Brands | PC KA vs Boston | YTD September 2017

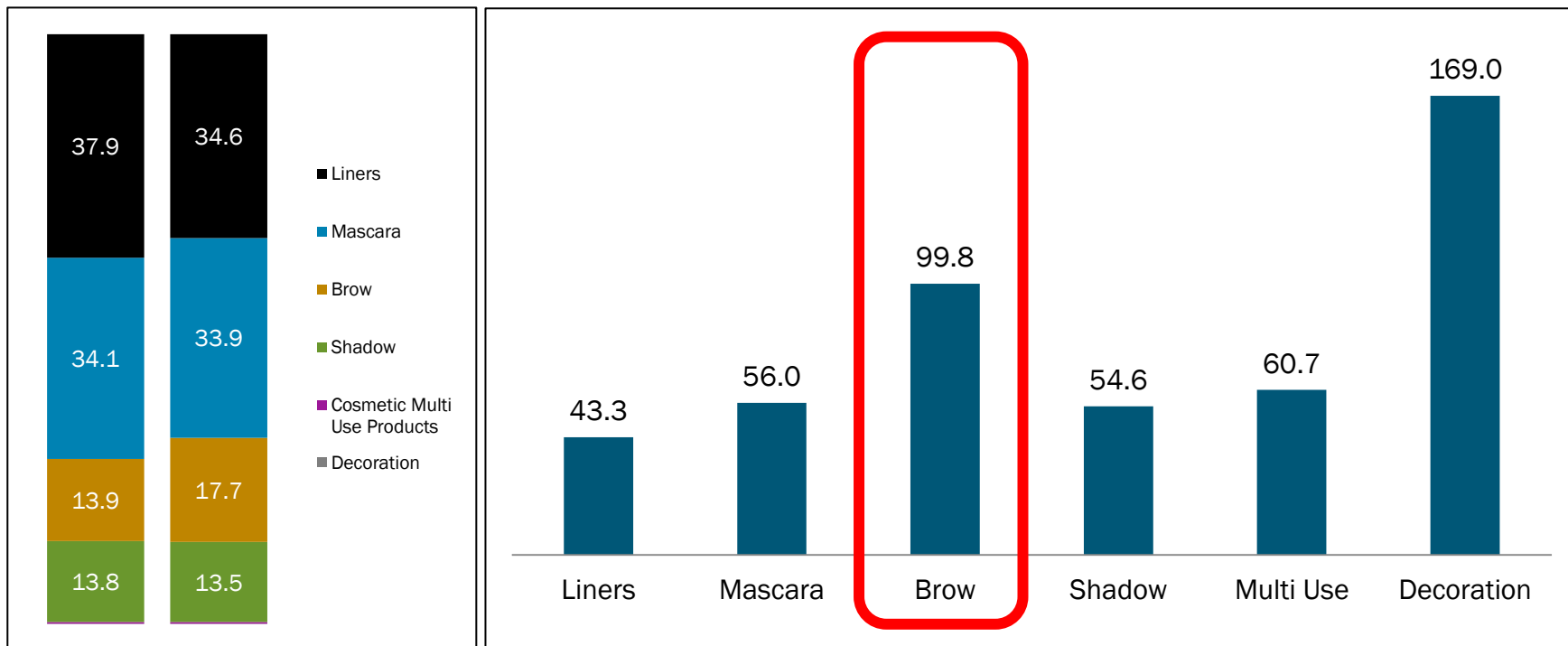




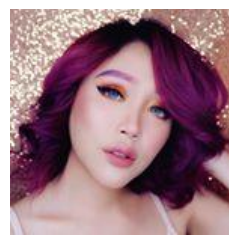
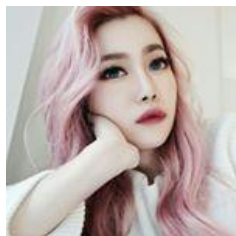
# “Ngalis dulu ya”: eyebrows are important

Eyebrows are growing significantly compared to other eye makeups

Eye Makeup Segments | Value Contributions & Value Growth YA | PC KA | YTD October 2017



# SELEBGRAM: THE INFLUENCERS



# FROM BEAUTY FAN TO BEAUTY PRODUCERS

## BLP Beauty By Lizzie Parra



Bylizzieparra  
139k followers



LIP COAT  
BEET ME  
129.000,00 IDR



LIP COAT  
BLOODY MARY  
129.000,00 IDR



LIP COAT  
BURN'T CINNAMON  
129.000,00 IDR



LIP COAT  
BUTTER FUDGE  
129.000,00 IDR



BUNDLE SET  
EYESHADOW BUNDLE 2 PCS  
220.000,00 IDR



BUNDLE SET  
EYESHADOW BUNDLE 4 PCS  
450.000,00 IDR



BROW DEFINER  
DARK BROWN  
109.000,00 IDR



DUAL EYE DEFINER  
BLACK AND SILVER  
129.000,00 IDR

# STELLA LEE *Starry lights:*

## False lashes & Magic eyetape

Stella Lee specializes in Japanese Makeup Reviews

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1,783 posts 46k followers 186 following

Stella Lee Tokyo, Japan Ephesians 4:17 Beauty Blogger // Talent // Entrepreneur NHK Kawaii Leader Travel, Japan, Make Up [stellalee.net](http://stellalee.net)

starrylight\_id [Follow](#)

144 posts 4,231 followers 1 following

Starry Light We sell Premium False Eyelashes & the first invisible magic eye tape in Indonesia : 085714319733 / 7E87D1A5 [Klik link di bawah untuk add LINE . bit.ly/starrylightLINE](#)



StellaLee92  
46k followers



# SASYACHI: K-beauty influencer

Korean Makeup



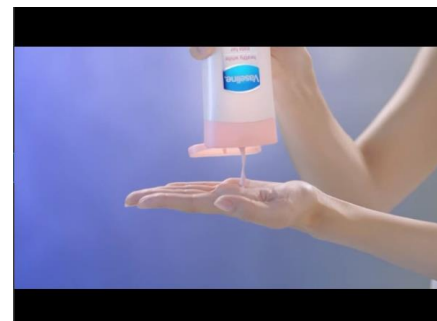
Sasyachi  
74.8k followers



*facetofeet*



TRESemme



Vaseline

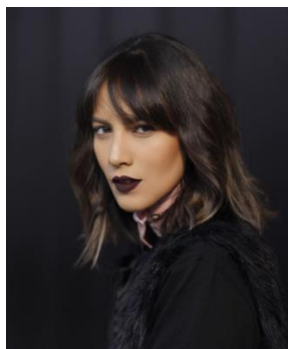
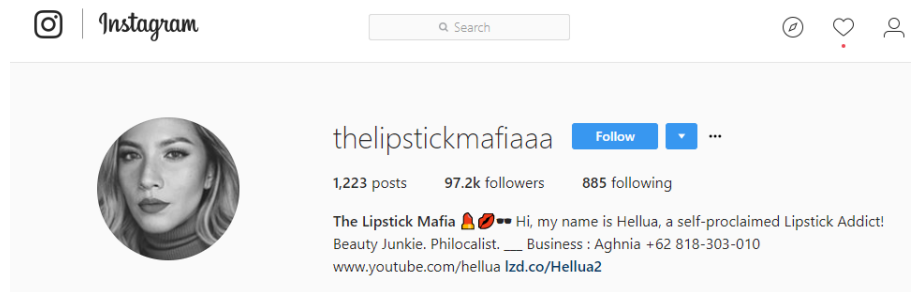




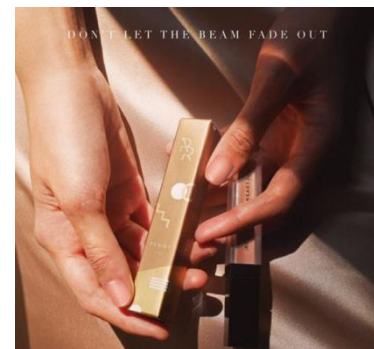
# HELLUA: The lipstick mafia



Thelipstickmafiaaa  
97.2k followers

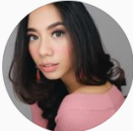


Revlon



Roller Reaction


# THE HEAVYWEIGHTS INFLUENCERS



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Abel Cantika See the beauty in everything Beauty Enthusiast mc | Love Food 158cm 🏠  
Spotify: abeyina 📁 Business Inquiries: info.abelcantika@gmail.com  
[m.youtube.com/user/abelly19](https://m.youtube.com/user/abelly19)



bubahalfian [Following](#) [...](#)

6,260 posts 472k followers 3,239 following

Bubah Alfian - TV Host . Make Up Expert NIVEA . Official representative PRO MAKE UP FOR EVER - CP Ricko 081287446465



alodita [Follow](#) [...](#)

5,335 posts 220k followers 1,370 following

Andra Alodita (Andra) 📁 Lifestyle Blogger 🎨 Art Appreciator & Beauty Enthusiast ❤️  
IVF Survivor 📁 Love and Life Journal: [www.alodita.com](http://www.alodita.com)



abellyc  
427k followers



bubahalfian  
472k followers



alodita  
220k followers

# HIJABER BEAUTY INFLUENCERS



cherylraissa  
98.9k followers



itsirnadewi  
59.1k followers



pupututami  
25.9k followers



Firrrr\_  
186k followers

# THE RISING LOCAL BRANDS

With local Key Opinion Leaders as their ambassadors, these local brands see rising awareness



# INDO BEAUTY EXPO

28 – 30 NOVEMBER 2017

**INDOBEAUTY, INDOHEALTH & INDO SPA & WELLNESS**  
The Focused Platform For International  
Beauty, Health and Spa & Wellness  
Exhibition In Indonesia



## INDO BEAUTY EXPO

The International Exhibition and Conference on Cosmetics, Skincare, Fragrance and Hair Products, Equipments and Packaging Technology

28 – 30 November 2017

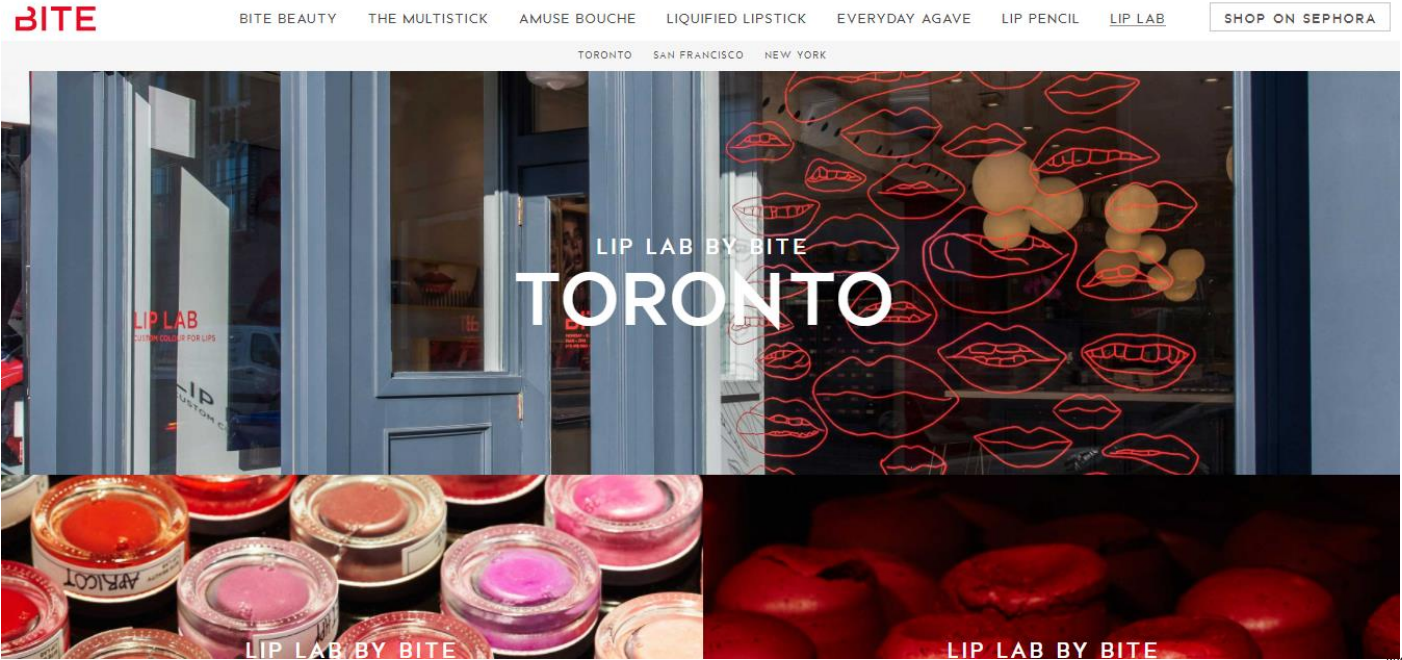
JIExpo Kemayoran, Jakarta – Indonesia



# BITE LIP LAB: Personalized beauty

## The Future of Beauty, The Power of Personalization

*Pearlfisher's Sophie Maxwell discusses the power of personalization in beauty's future.*



# Sephora's latest app update lets you try virtual makeup on at home with AR

by Ashley Carman | @ashleyrcarman | Mar 16, 2017, 1:13pm EDT

## VIRTUAL ARTIST

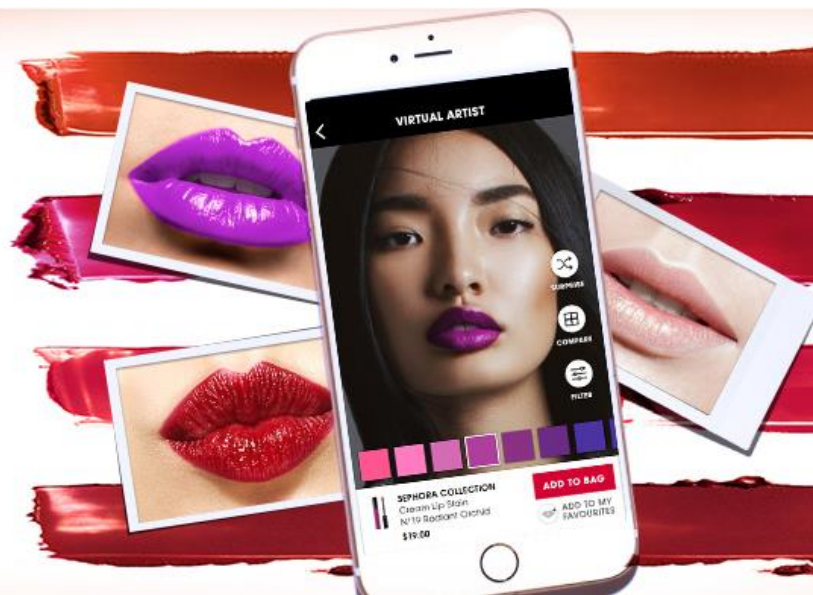
Try on hundreds of shades on the latest version of the app.

MOBILE APP  
USE CODE  
**LIPLOVIN**  
EXCLUSIVE



Get a mini **tarte Tarteist™ Quick Dry Matte Lip Paint** when you spend \$50 on lips in the app.\*

\*Terms & conditions apply.



The background of the entire image is a vibrant red color with a dynamic, wavy pattern that creates a sense of depth and movement, resembling liquid or fabric. The waves flow horizontally across the frame.

nielsen  
• • • • • • • •