



INDONESIA SUMMIT RETAIL 2022

**LOOK GOOD
DO GOOD
FEEL GREAT**



Lilis Mulyawati

Health & Beauty Retail Practitioner, with 30+ years experience.

Recipient of many awards.

Acknowledge by group by achieving #1 country for highest sales & EBIT growth.

Awarded as Indonesia Most Inspiring Women 2022*.

Dedicate herself to bring Health & Beauty Retail industry as preferred destination for consumers in Indonesia.



* Award hosted by Iconomics Research & Consulting

watsons

INDONESIA



JADI MEMBER PASTI UNTUNG



ARE YOU
O+O?
ONLINE + OFFLINE



AS WATSONS IN A GLANCE



Est.
1841

29
Countries

Over
16,300
Stores

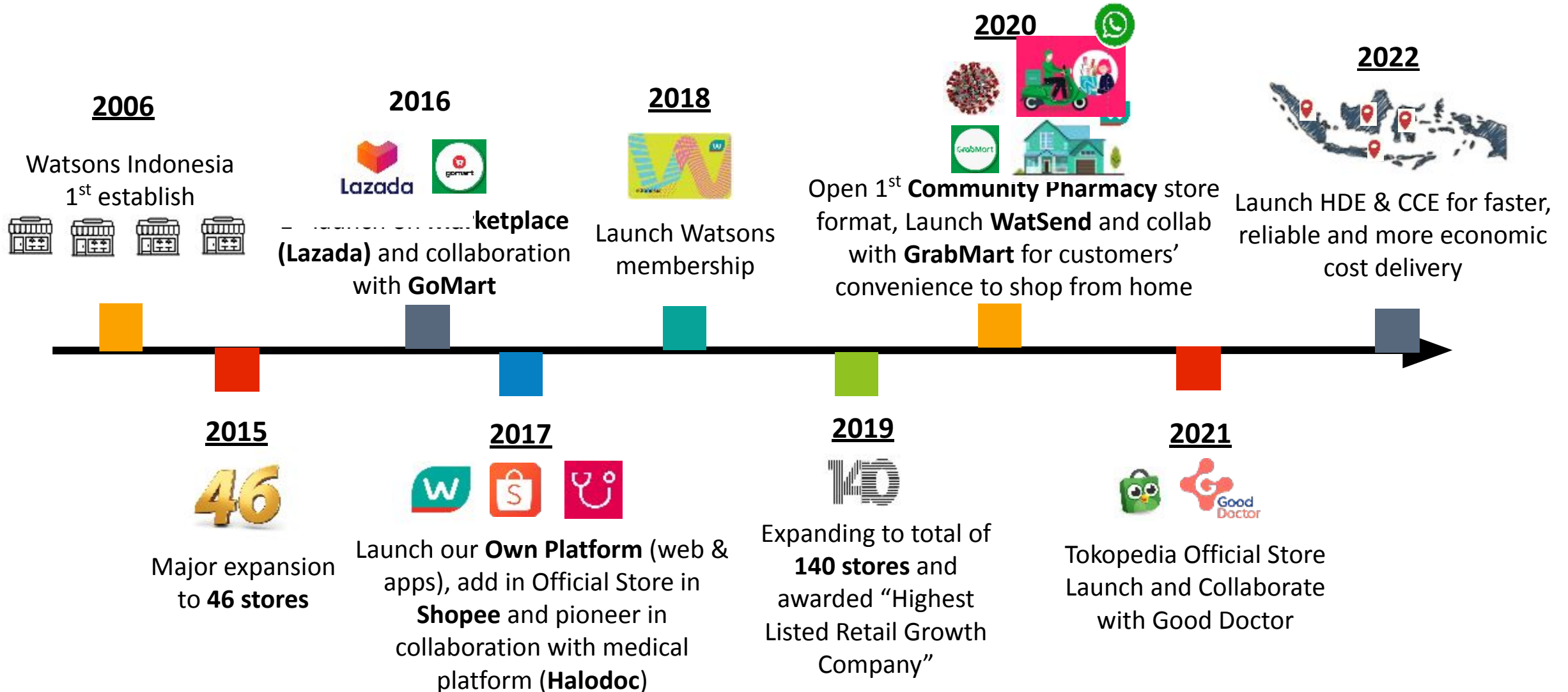
5.9 bio
Customer

12
Retail
Brands





WATSONS INDONESIA MILESTONE



OUR VISION

“Watsons Indonesia leading O+O
in H&B Retailer”





ARE YOU

CONSUMER BEHAVIOUR DURING COVID & NEW NORMAL



Health & Hygiene
Hyper awareness of Health
& Hygiene



Meals preferences
Shifting from dining out to eating in



Shopping location
Shift to online and e-commerce



Grocery Shopping
Rise of online grocery apps



Home & Leisure
Home become the
place of entertainment

WHAT IS THE CURRENT TREND OF BEAUTY ?

01



Skincare Level Up

Consumer increase purchase towards more advance skincare

*In Watsons, advance skincare show rapid growth with **Local Brands** as the driver. Serum grow by 200% and UV grow by 160%*

02



Male grooming

Skincare is an essential for male, especially facial wash

*In Watsons, **Local Brands** domination also happen in Male grooming. PC for men grow by 60% while Men's cologne grow by 85%*

03



Acne skincare growing

Shopping trips of products with acne benefit has increased

In Watsons, Acne skincare grow by 50%

04



Mask makeup

Eyes and Lips makeup are the top priority

In Watsons, Eye makeup grow by 30% and Lips makeup grow by 35%

THE RISE OF LOCAL BRANDS

GOVERNMENT SUPPORT



Supporting UMKM



Push forward Local brand



EXCEPTIONAL MARKETING



Exceptional Quality



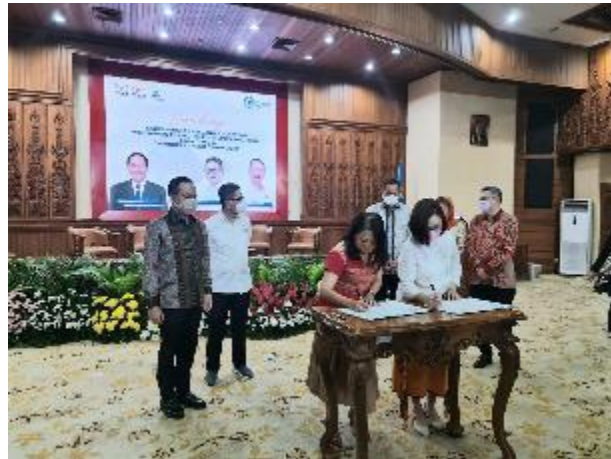
Innovation Level Up



Strong branding
(even utilize K-wave)

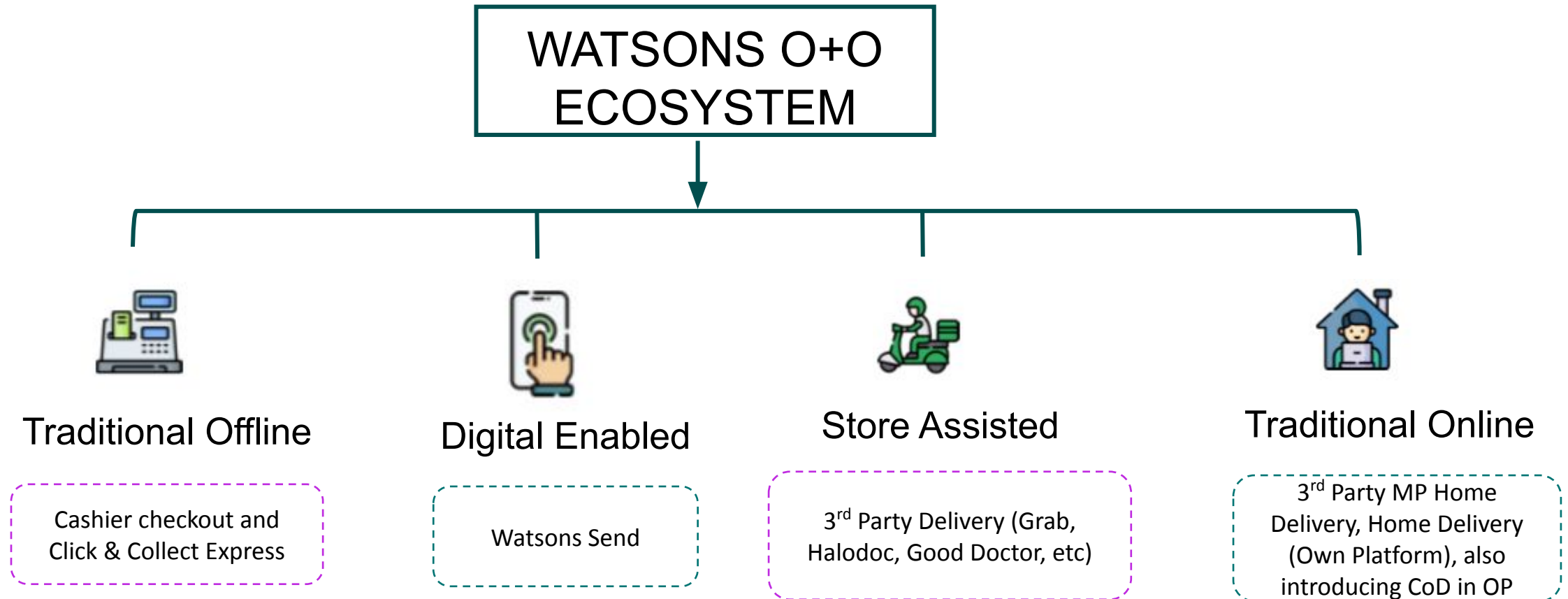


Prominent in Digital





O+O IS THE NEW STANDARD FOR RETAIL



"Shop anytime anywhere"



WATSONS INDONESIA INNOVATIONS



**Customer
Preferred Assortment**



Watsons Club



Personalize Service



**Digital Communication &
Engage Through Digital**



In-Apps Augmented Reality
(Colour Me & Foundation Finder)



**Support Local
Product to Overseas**



Sustainability
(Go Smile, Go Green, Go Empower)



**O+O Business
Expansion**



Recover Retail Together & Stronger

Thank You

