



E-COMMERCE MARKET INSIGHTS: FMCG Brands Success Strategy Amidst Disruptions

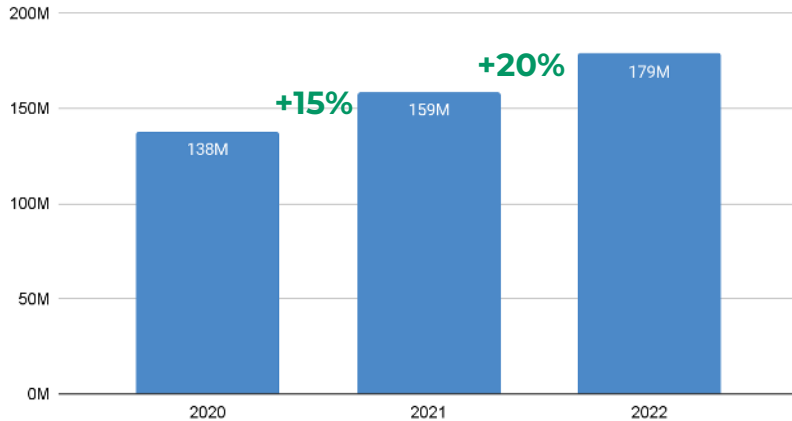


Hanindia Narendrata Rahiesa
Compas.co.id

**Is the retail
& FMCG brands
in Indonesia
being disrupted
right now?**

E-Commerce Market Skyrockets: From \$8 Billion to \$30 Billion in 7 Years, Experiences Massive Leap to \$55.97 Billion in Just 3 More Years (2013-2022)

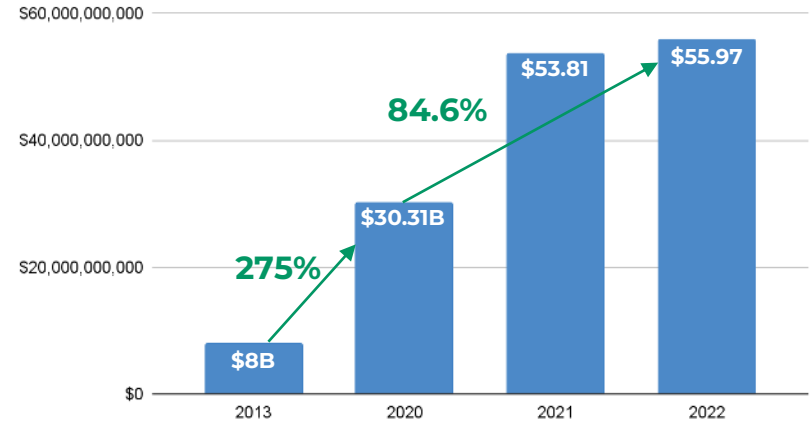
Number of People Purchasing Consumer Goods via Internet



From 2020 to 2022, the **number of people** purchasing consumer goods via the internet is increasing by more than **20mio**.

(source: Data Reportal)

Total E-commerce Revenue in Indonesia

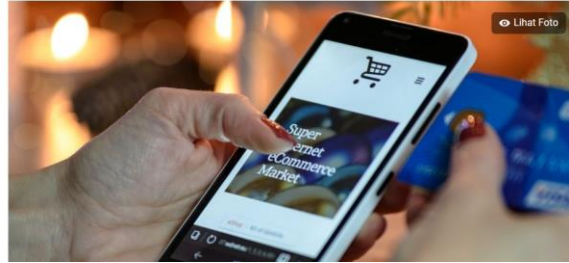


Meanwhile, the **total value in e-commerce market** saw a huge leap by **\$25.66bio**, from \$30.31bio to \$55.97bio.

(source: Data Reportal)

E-Commerce Global Diperkirakan Tumbuh 25 Persen di 2027

Kompas.com - 16/09/2022, 17:40 WIB



E-commerce Dorong Perekonomian Indonesia, selama Pandemi Covid-19

Pemerintah juga mulai melirik sektor e-commerce sebagai salah satu solusi untuk mengatasi defisit pajak akibat pelambatan ekonomi.



Mia Chitra Dinisari - Bisnis.com

Jumat, 17 April 2020 11:16:19

Share



Rudiantara: E-commerce Masih Jadi Penopang Ekonomi Indonesia 2023

Aktivitas ekonomi yang masih tetap tumbuh jadi peluang bagi e-commerce.

Red: Friska Yolandha



Unfortunately, 8 out of 10 FMCG Brands in Indonesia Struggle to Recognize or Respond to Disruption Effectively



Struggle to access timely data



Data Overload and Complexity



Unable to Interpret Data into Actionable Insights

The background of the slide is a faded image of a person with glasses sitting at a desk, resting their head on their hand in a thoughtful pose. A laptop, a calculator, and some papers are visible on the desk in front of them.

How to **Thrive** in the era of disruption when you enter the world of e-commerce?

Cmpas Market Insight Dashboard							Select Date Period :				
Firms	Day-1	Day-2	Day-3	Day-4	Day-5	Day-6	Day-7	Day-8	Day-9	Day-10	Day...
000100	230500	226000	227500	226000	224500	220000	220000	220000	221500	221500	224500
000105	168000	165500	167000	167500	169500	169500	169000	170000	170000	170000	170000
000120	166000	169000	170000	166500	167000	165500	167000	167500	168500	168500	170000
000140	11400	11500	11650	11550	11550	11700	11750	11550	11650	11550	11500
000145	10100	10100	10350	10300	10550	10600	10600	10250	10600	10650	10550
000150	128000	128000	129000	130000	126000	127000	125500	127000	125500	127500	128500
000155	78400	78100	78300	78700	78000	77800	77500	77700	78400	77900	76500
000157	77400	77800	78000	78100	77600	77600	77400	77600	77000	76600	75900
000180	2960	2915	2915	2900	2880	2880	2870	2880	2890	2855	2895
000210	85400	83800	85000	86200	86800	86300	85300	85600	86100	87000	86900
000215	33950	33600	33600	34150	34150	34700	34300	34600	34600	35100	35300
000220	12200	11800	12150	12400	11900	11550	11650	11650	11750	11800	12000
000225	7320	7240	7190	7100	7100	7050	7110	7140	7120	7180	7340
000227	26050	27000	28000	26700	26000	25800	25450	24800	25350	26700	28750
000230	15100	15150	15200	15100	15250	14800	14750	14600	14700	14800	15050
000240	21050	21300	21100	21300	21150	21050	20950	20650	20600	20850	20750
000270	35550	35450	36750	35750	35900	35350	34800	35200	35500	35700	35350
000300	892	896	900	903	901	896	907	906	913	918	925
000320	17850	17300	17900	18000	18000	17800	17800	17800	17350	16750	17000
000325	21950	20900	20500	20550	20550	20300	19800	20350	20000	20000	20000



Struggling to Turn Data into Actionable E-commerce Insights?

Discover How!

Product Research and Development

STUDY CASE

Business problem:

R&D and marketing teams of a *Brand A* need to understand the market trends to effectively innovate and align their product offerings with current consumer preferences.



Market Insight Dashboard

Based on daily data on 2022-03-01 until 2022-06-30

Select Date Periode :

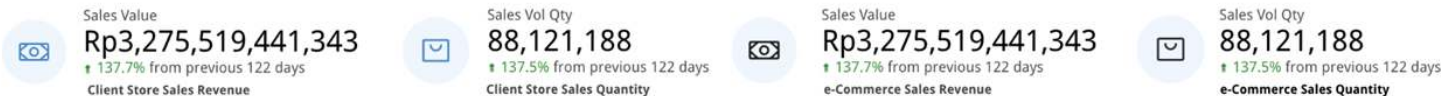
Mar 1, 2022 - Jun 30, 2022

Data Filter :

- Category Level 1
- Category Level 2: Pe...(1)
- Category Level 3
- Merchant
- Seller Type
- Brand
- Seller Name
- Segementation
- Brand Origin
- Filter For Men
- City
- Keyword Title

Hi Beauty & Care, We kindly inform you that the Shopee's data for August 2023 is currently undergoing maintenance. As a result, access to Shopee data

How big is your brand(s) compared to your competitor?



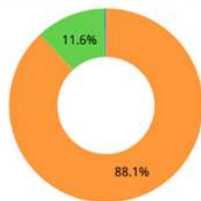
Let's learn a bit more about your category!

Top Category 3	Sales Value	% Δ	Share
Serum Wajah	Rp701B	106.6% ↑	21%
Pembersih Wajah	Rp431B	145.5% ↑	13%
Perawatan Wajah Lai...	Rp409B	154.4% ↑	
Masker Wajah	Rp230B	163.2% ↑	
Grand total	Rp3T	137.7% ↑	

Δ is comparison to the previous period

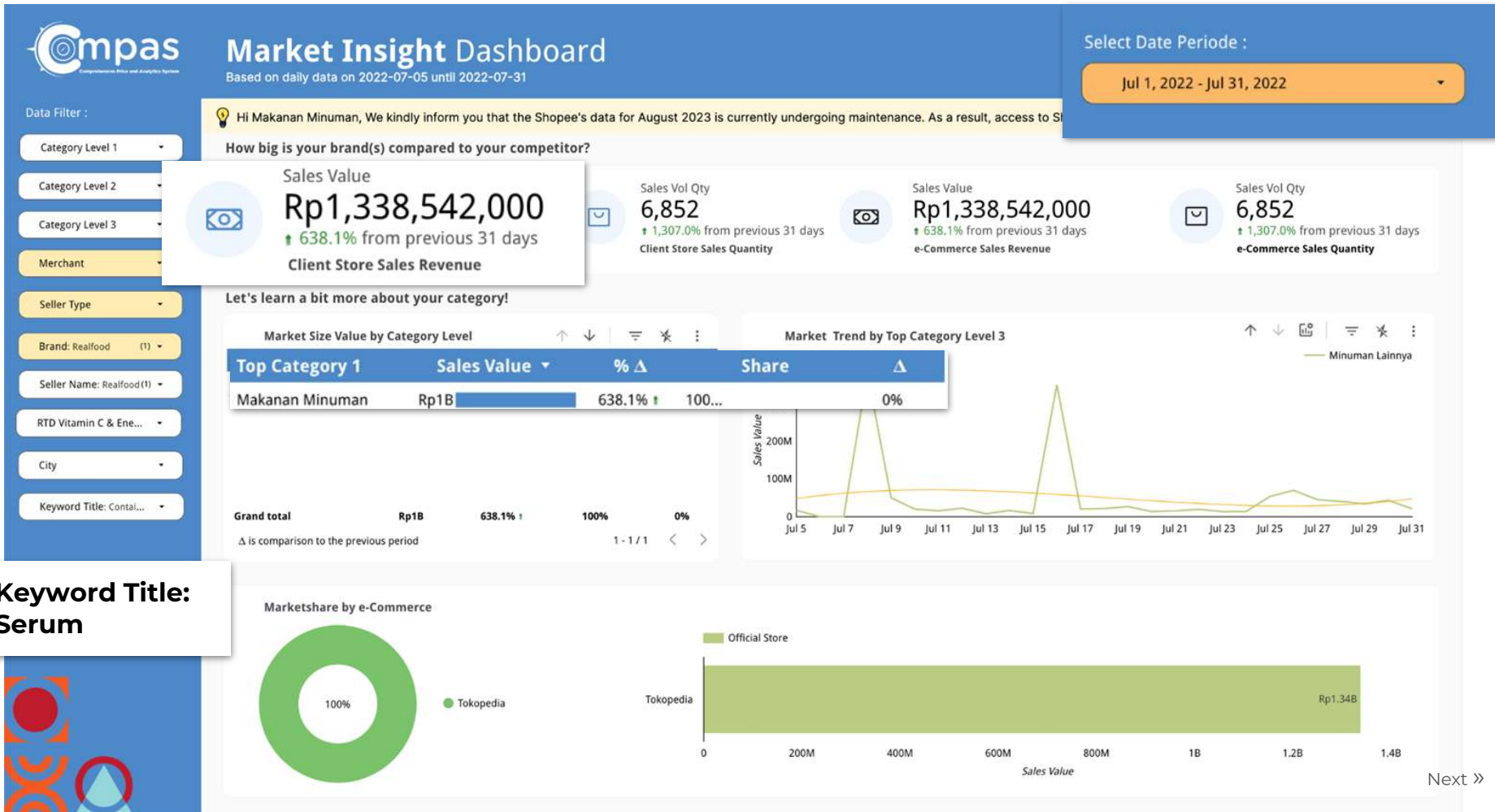


Marketshare by e-Commerce



- Shopee
- Tokopedia
- Blibli





Market Expansion with Seller Data

STUDY CASE

Business problem:

Brand D is still left behind from the competitors for the market share and number of resellers. They need the data insight how the competitors increasing the Brand's market share.



Market Insight Dashboard

Based on daily data on 2022-10-01 until 2022-10-31

Select Date Period :

Oct 1, 2022 - Oct 31, 2022

Data Filter :

- Category Level 1 -
- Category Level 2 -
- Category Level 3: K... (2) -
- Merchant -
- Seller Type -
- Brand -
- Seller Name -
- Keyword Title -

Which Seller has the biggest market share?

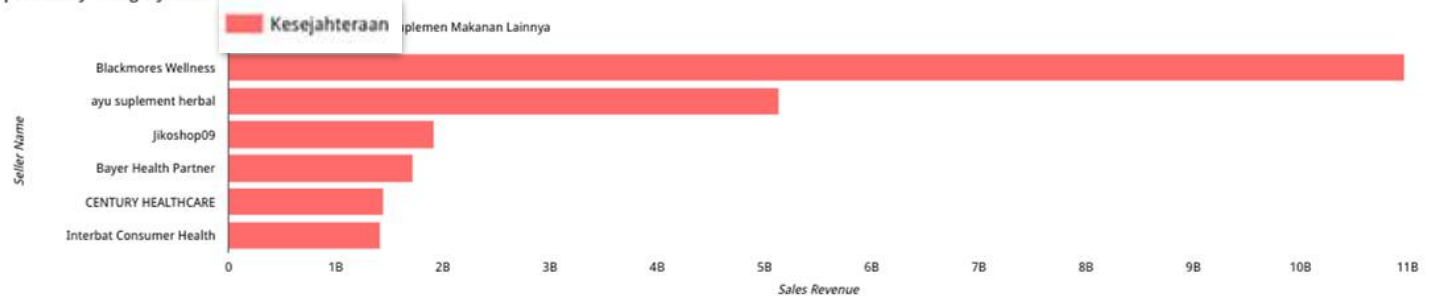


Seller Name	Platform	Status	Vol Qty	% Δ	Value	% Δ	Share	Δ
1. Blackmores Wellness	Tokopedia	Official Store	63,473	4,14...	Rp10,968,15...	3,62...	6.86%	6.76...
2. ayu suplement herbal	Shopee	Non Official Store	10,100	-68...	Rp5,139,890...	39.4...	3.21%	2.02...
3. jikoshop09	Tokopedia	Non Official Store	6,073	643...	Rp1,918,204...	570...	1.2%	1.11...
4. Bayer Health Partner	Tokopedia	Official Store	20,078	272...	Rp1,724,632...	267...	1.08%	0.93...
5. CENTURY HEALTHCARE	Tokopedia	Official Store	12,902	286...	Rp1,445,270...	241...	0.9%	0.77...
6. Interbat Consumer Health	Tokopedia	Official Store	5,228	1,35...	Rp1,416,790...	1,26...	0.89%	0.85...
7. Toko Fiberku	Tokopedia	Non Official Store	5,887	72.9...	Rp1,303,484...	106...	0.81%	0.61...
8. Official Suplemen Original	Tokopedia	Non Official Store	5,433	17.2...	Rp1,252,690...	-4.5...	0.78%	0.36...

Δ is comparasion to the previous period

1 - 100 / 14403 < >

Top Seller by Category Level 3





Market Insight Dashboard

Based on daily data on 2022-10-01 until 2022-10-31

Select Date Period :

Oct 1, 2022 - Oct 31, 2022

Data Filter :

Category Level 1

Category Level 2

Category Level 3: K... (1)

Merchant

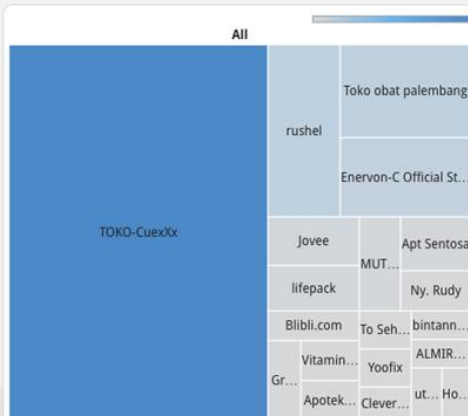
Seller Type

Brand

Seller Name

Keyword Title: Contal...

Which Seller has the biggest market share?



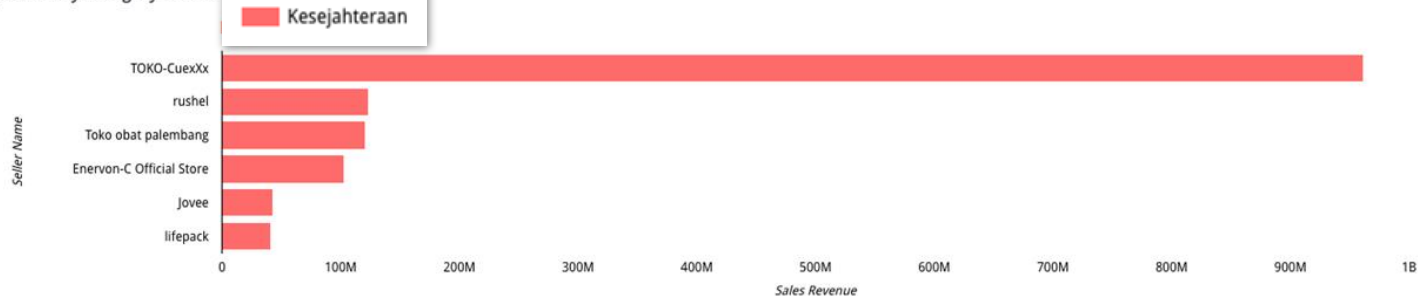
Seller Name	Vol Qty	% Δ	Value	% Δ	Share	Δ
1... TOKO-CuexXx	26,762	297...	Rp961,832,272	293...	44.95%	44.9...
2... rushel	3,230	320...	Rp123,382,500	357...	5.77%	1.88...
3... Toko obat palembang	3,171	462...	Rp120,369,662	260...	5.63%	0.81...
4... Enervon-C Official Store	1,662	457...	Rp103,088,200	341...	4.82%	1.45...
5... Jovee	1,323	102...	Rp43,058,794	111...	2.01%	-0.9...
6... lifepack	1,403	-3.9...	Rp41,530,717	-6.9...	1.94%	-4.4...
7... MUTIARA 1 ARH	850	502...	Rp38,369,690	382...	1.79%	0.65...
8... Apt Sentosa	978	640...	Rp37,876,000	616...	1.77%	1.01...

Δ is comparasion to the previous period

1 - 100 / 687

Keyword Title:
Ener***

Top Seller by Category Level 3



Next >>



Market Insight Dashboard

Based on daily data on 2023-01-01 until 2023-01-31

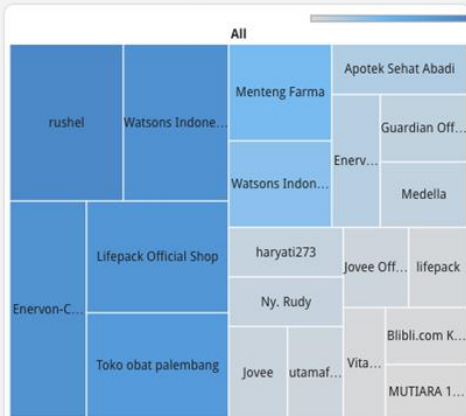
Select Date Periode :

Jan 1, 2023 - Jan 31, 2023

Data Filter :

- Category Level 1 ▾
- Category Level 2 ▾
- Category Level 3: K... (1) ▾
- Merchant ▾
- Seller Type ▾
- Brand ▾
- Seller Name ▾
- Keyword Title: Contal... ▾

Which Seller has the biggest market share?

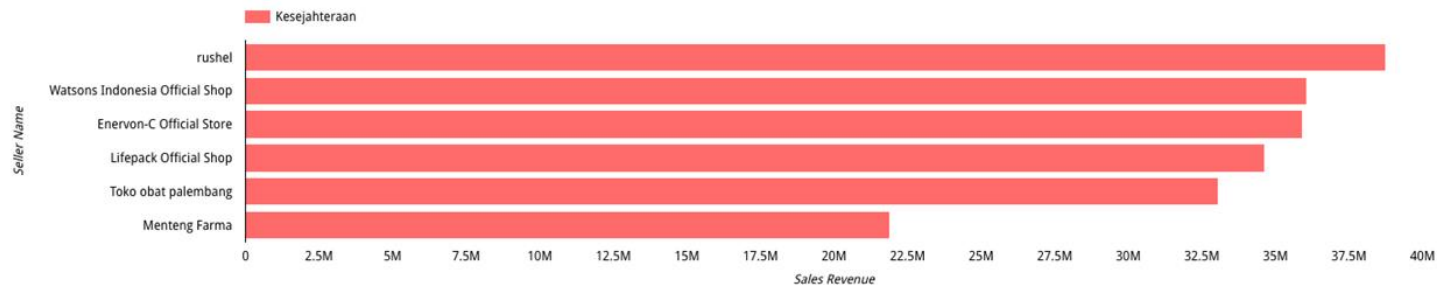


Seller Name	Platform	Store Type	Vol Qty	% Δ	Value	% Δ	Share	Δ
1... rushel	Tokopedia	Non Official Store	1,010	-24....	Rp38,741,500	-22....	5.43%	0.45
2... Watsons Indonesia Official Shop	Shopee	Official Store	1,076	475....	Rp36,060,100	440....	5.05%	4.39
3... Enervon-C Official Store	Tokopedia	Official Store	680	4.1....	Rp35,919,000	-3.8....	5.04%	1.34
4... Lifepack Official Shop	Shopee	Official Store	1,011	-42....	Rp34,637,058	-41....	4.86%	-1.0
5... Toko obat Palembang	Tokopedia	Non Official Store	686	-47....	Rp33,052,134	-44....	4.63%	-1.2
6... Menteng Farma	Tokopedia	Non Official Store	961	13.6....	Rp21,881,000	19.9....	3.07%	3.06
7... Watsons Indonesia	Tokopedia	Official Store	619	636....	Rp19,567,800	556....	2.74%	2.45
8... Apotek Sehat Abadi	Shopee	Non Official Store	429	1.55....	Rp14,876,800	3.64....	2.09%	2.05

Δ is comparasion to the previous period

1 - 100 / 837

Top Seller by Category Level 3



Keyword Title: Ener***

Price Competitiveness

STUDY CASE

Business problem:

An E-commerce team of *Brand R* has the target to be the #1 Brand in vitamins category. They need the insight to create tactical activity in e-commerce to growth their market share.

Based on Market Insight In August 2021, Brand R was still behind Brand B



Month: A... (1) | Week | Category 1 | Category 2: ... (1) | Category 3: ... (2) | Merchant: ... (1) | Seller Type | Brand: Excl... (1)

Brand ID | Keyword | Seller Name

Which Seller has the biggest market share?



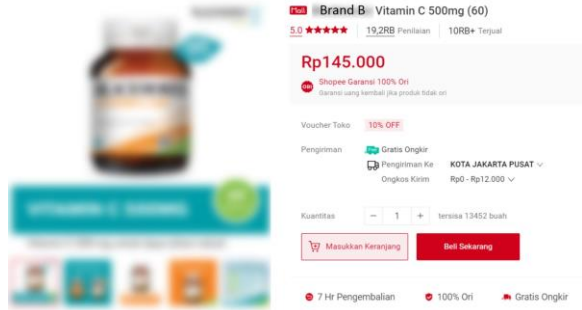
Top Seller					
	Seller Name	Seller Type	Sales Quantity	Sales Revenue	Share
1.	Brand B	Official Store	28,466	5,461,219,125	20.41%
2.		Official Store	31,783	2,483,504,704	9.28%
3.	Brand R	Official Store	21,822	1,991,561,863	7.44%
4.		Official Store	23,485	1,339,402,646	5%
5.		Official Store	16,145	864,684,030	3.23%
6.		Official Store	2,050	757,187,403	2.83%
7.		Official Store	4,226	607,934,496	2.27%
8.		Official Store	4,703	547,744,074	2.05%
9.		Official Store	19,595	535,346,595	2%
10.		Official Store	11,026	526,061,100	1.97%

1 - 10 / 241 < >



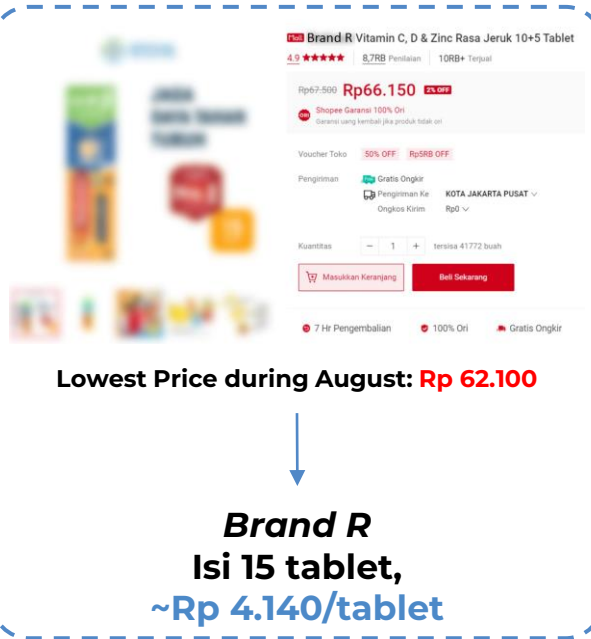
The Problem:

Why **Brand B** sales are high despite of its products pricing is more expensive than **Brand R**?



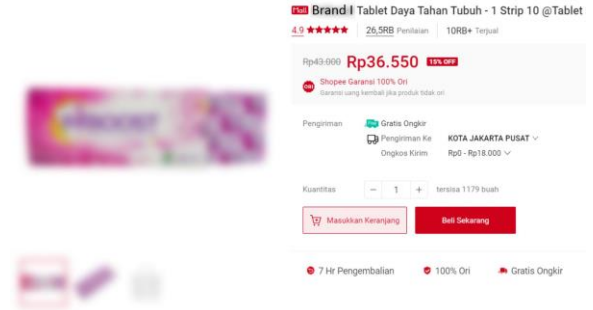
Lowest Price during August: **Rp 130.500**

Brand B
Isi 60 kapsul,
~Rp 2.175/Kapsul



Lowest Price during August: **Rp 62.100**

Brand R
Isi 15 tablet,
~Rp 4.140/tablet



Lowest Price during August: **Rp 30.100**

Brand I
Isi 10 tablet,
~Rp 3.010/tablet

Rekomendasi: Clients could increase sales by making promos or discounts equivalent to their competitors' pricing.

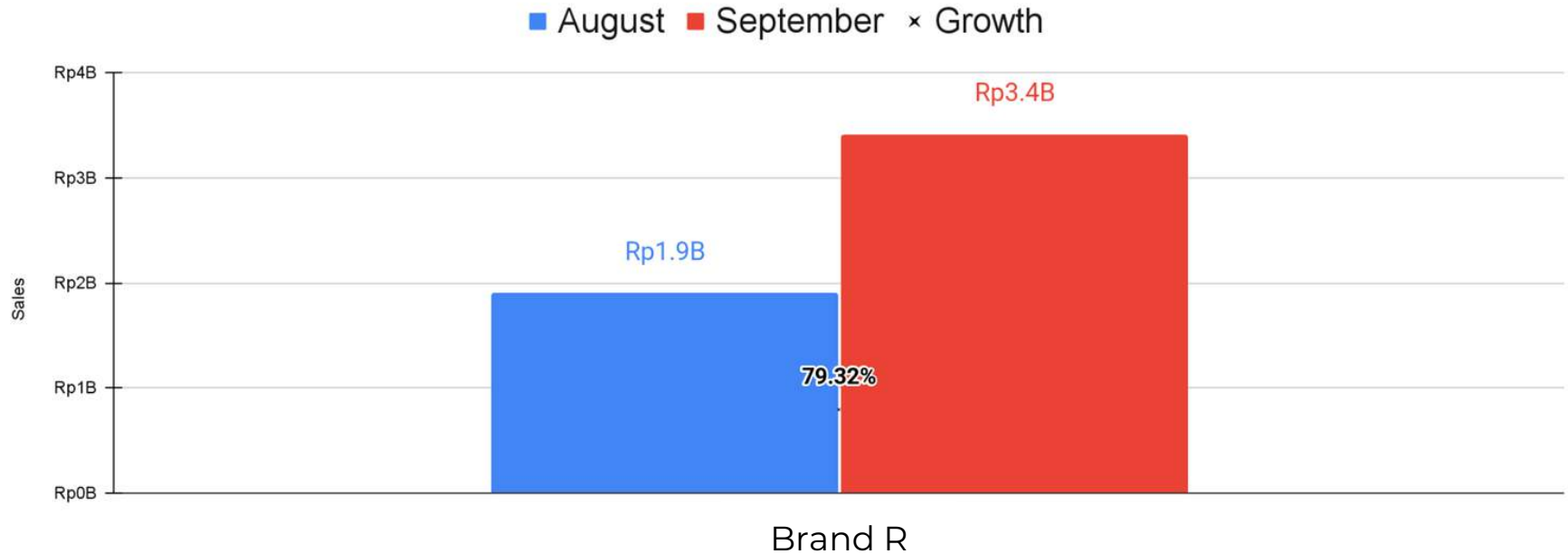
The Outcome:

In line with the **Brand R marketing team's decision**, Compas Data helps *Brand R* to support their decision for create **monthly package & bundling** in order to compete with their competitors.



The Results:

Since Brand launch the **Bundling & Monthly packages**, *Brand R* Sales has increased **79%** in August - September.



"With strong data and good execution,
you'll thrive the e-commerce disruption era."

Hanindia Narendrata Rahiesa
CEO & Co-Founder
Compas.co.id



Thank you!

CONTACT ME ON



 drata@telunjuk.com

Supported by our valued clients



... and
many
more!