

ada

analytics · data · advertising

RAMADAN 2021: TIPS FOR BRANDS TO THRIVE

*Understand shifts in consumer behaviour
and how to adapt*





OVERVIEW

AFTER A CHALLENGING 2020, WHAT SHOULD WE EXPECT IN 2021?

In 2020, around 230 million Indonesian Muslims experienced their first Ramadan during the COVID-19 pandemic. It was a tough situation for a communal society like Indonesia, where Ramadan and Eid always revolved around social and religious gatherings.

Last year was the first Ramadan where Indonesian Muslims had to miss group prayers in mosques, food bazaars, and the much-loved shopping mall spree. It was the first Eid without mass Eid prayers or house visits. It was the first time that 'mudik'—the nation-wide tradition of travelling back to one's hometown for Eid—was banned.

Despite the 'mudik' ban, 12% of Indonesian Muslims decided to return to their hometown anyway, as news of mass layoffs, salary cuts, and dismissal of yearly Eid bonuses (THR) made its way into the news.

For many, Ramadan in 2020 was a sad and unsettling time. ADA's social listening tools captured predominantly negative sentiments around the word 'mudik' and 'Ramadan' last year.

But what about Ramadan in 2021? We believe consumers are more prepared this year to adapt to the new normal of observing Ramadan and Eid. So, your brand should too.

This report provides our unique data-driven insights on how brands can thrive in the 2021 Ramadan season by adapting to shifting consumer behaviour.



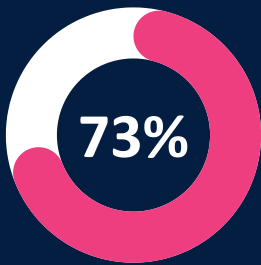
THE SHIFT IN CONSUMER BEHAVIOUR

- 1. Accelerated digital adoption*
- 2. Increased spending on hobbies and personal growth*
- 3. Hyper-growth in home delivery and online entertainment*

ada
analytics · data · advertising

1. ACCELERATED DIGITAL ADOPTION

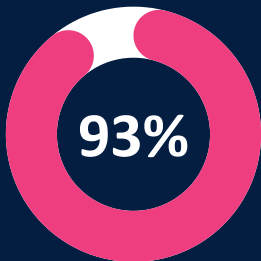
Movement restrictions and physical distancing regulations during the pandemic has accelerated digital adoption. Consumers — including digital newbies — were left with few options but to integrate digital tools into their daily activities.



Internet user penetration rate in Indonesia in 2020

9% growth from the previous year.

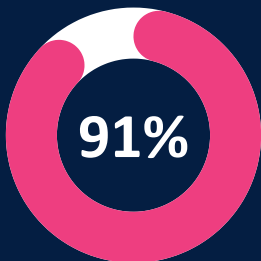
Source: [APJII report](#)



New Internet users plan to stay online

There were around 25.5 million new internet users until the second quarter of 2020, recorded primarily during the first few months of the pandemic.

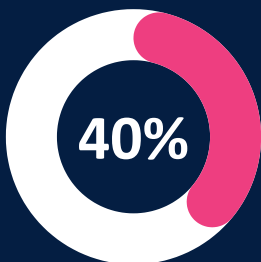
Source: [APJII report](#)



User growth of eCommerce platforms in Indonesia in 2020

Until August 2020, there was a 21% increase in eCommerce transactions and a 51% increase in the number of consumers.

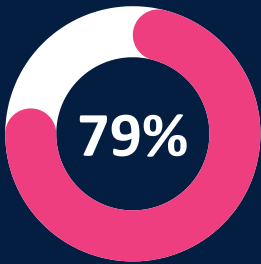
Source: [Republika](#), [Gizmologi](#)



Increase in data traffic during Ramadan and Eid 2020

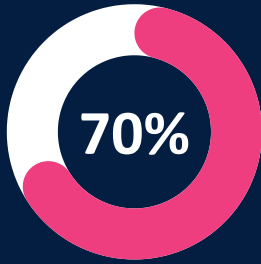
Source: [Tagar](#)

Many businesses had thought consumer spending during Ramadan would change because of the pandemic. However, our data shows otherwise. In fact, consumer spending patterns were consistent with the pre-pandemic Ramadan in 2019. **They just moved online.**



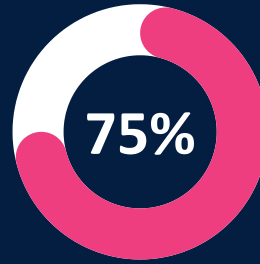
Increase in Google search "how to shop online" during Ramadan 2020

Source: [Google Winning Ramadan with Digital 2021](#)



Spike in eCommerce usage, 1st week of Ramadan 2020

According to ADA Ramadan 2020 report



Spike in eCommerce usage, 3rd week of 2020 Ramadan 2020

According to ADA Ramadan 2020 report

2x

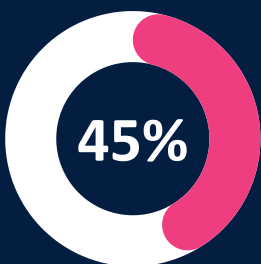
Increase in Zakat (charity) electronic transactions via FinTech apps in Ramadan 2020

Source: [Kontan](#)

2x

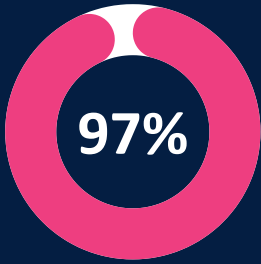
Increase in search interest for "donation" as Indonesians look to donate digitally during Ramadan

Source: [Google Winning Ramadan with Digital Playbook 2021](#)



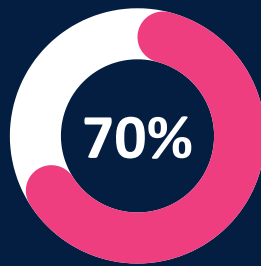
Online consumers who spent between IDR 500.000 to IDR 1.999.999 in 2020

Source: [Teknoia, iPrice report](#)



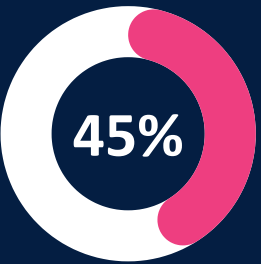
Banking consumers who made online transactions in 2020

Source: [Kontan](#)



Increase in digital banking transactions in 2020 compared to 2019

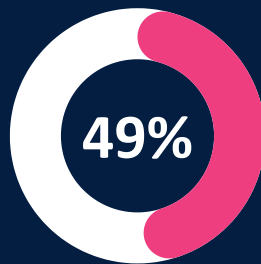
This happened in Q1 of 2020, dominated by transfers, purchases, and billings. Source: [Tempo](#)



Premium Shoppers on TikTok like to buy festive bundles or packaging during Ramadan

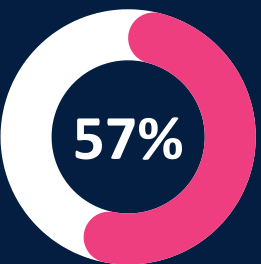
People buy more in the category of Food & Beverages, Fashion & Accessories, Household Items, and Beauty & Personal Care.

Source: [TikTok for Business: Ramadan 2021 with TikTok](#)



Ramadan observers spent more time shopping online during the season

Source: [Facebook: Ramadan Marketing Insights and Recommendation Guide - Indonesia](#)



Twitter users shopped online for something usually bought from physical stores

Source: [#RamadanDiTwitter Indonesia 2021](#)

THE SHIFT IN CONSUMER BEHAVIOUR

2. INCREASED SPENDING ON HOBBIES AND PERSONAL GROWTH

For many Indonesians, working from home meant that they had a lot more time on their hands. Commuters in big cities usually spend a daily average of four hours in traffic. With large-scale social distancing and movement restrictions, many sought to use the extra time to adopt a new hobby, work on home improvements, or invest in their personal, spiritual, or professional growth.

3x

Growth in LinkedIn Learning in April 2020

Source: [Kompas](#), [LinkedIn](#)

443%

User increase in video conferencing platforms during work-from-home period

Source: [CNN Indonesia](#)

5.404%

User growth of eLearning platforms during the pandemic

Source: [CNN Indonesia](#)

1.036%

Growth in buying interest
for bicycles since March
2020

Source: [Detik.com](https://www.detik.com)

156%

Growth in buying interest
for video game consoles in
2020

Source: [Detik.com](https://www.detik.com)

2x

Sales growth in eCommerce
Sport & Hobbies, Office &
Stationeries, and Home &
Living category in 2020

Source: [Kompas.com](https://www.kompas.com)

4x

Sales growth in eCommerce
Gardening category in 2020

Source: [Kompas.com](https://www.kompas.com)

900%

Sales growth of air and water purifiers in 2020

Source: [Kompas.com](https://www.kompas.com)

Ecommerce Top Categories during Ramadan/Eid of 2020

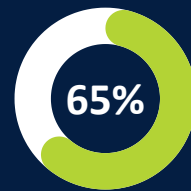
Source: ADA Ramadan 2020 report



Beauty & Hygiene



Home & Living



Home Electronics

Top Consumer Personas of Ramadan 2020

Using our proprietary Data Management Platform (DMP), XACT, we extracted a vast pool of anonymous mobile-first data about consumer's online-shopping behaviour during Ramadan 2020. 'Estimated Reach' refers to the number of consumers that can be reached in a particular segment. Source: ADA Ramadan 2020 report

Estimated Reach:

3.34 M



HEALTH & BEAUTY LOVER

Frequent users of beauty-related eCommerce sites, photo editing, and social media apps. They rely on social media to connect with friends, families, and acquaintances.

Estimated Reach:

1.96 M



HOME ELECTRONIC LOVER

Career-oriented professionals who purchase electronic appliances to ease their daily chores and improve their work-from-home experience. They mostly frequent career and document-sharing apps.

Estimated Reach:

662 k

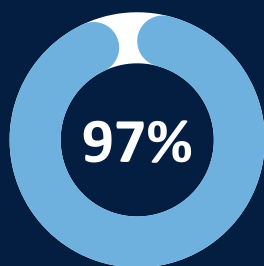


DOMESTIC TRAVELER

Longing to return to their hometown and reunite with their families. Regularly check flight-tracking apps for updates on flight schedules, delays, and cancellations.

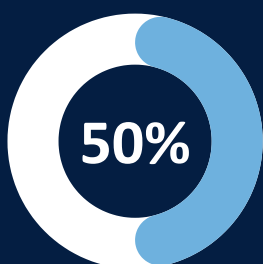
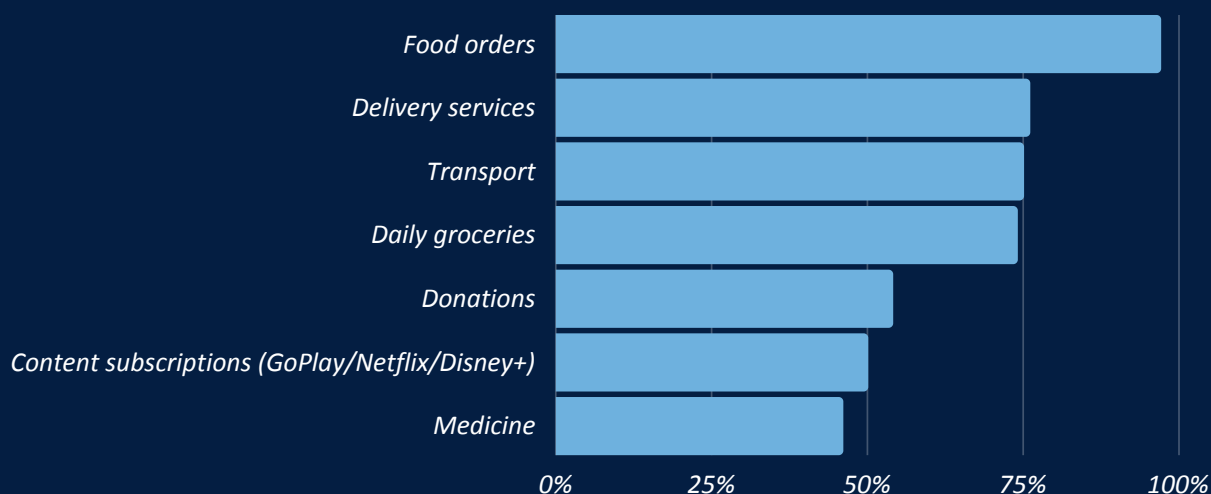
3. HYPER-GROWTH IN HOME DELIVERY AND ONLINE ENTERTAINMENT

The closure of physical outlets and limited operational hours in stores forced businesses and SMEs to go digital. Wet market sellers took to SMS or WhatsApp to receive orders and conduct home delivery. Online entertainment platforms surged, especially in the SVOD (subscribed video on demand) category.



Digital spending during the pandemic went to online food orders

Source: [Katadata](#), [The Demographic Institute](#), [Faculty of Economics and Business, University of Indonesia](#)



Growth of food delivery apps' business partners in 2020

During the 2020 pandemic, many newcomers in the culinary business and SMEs switched to selling food online.

Source: [Bisnis.com](#)

5x

Increase in ice cream sales from home delivery orders

Source: [Infobrand](#)

93 million

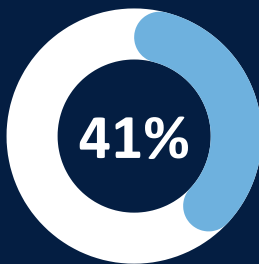
Indonesian adults were spending time watching YouTube every month during lockdown and Ramadan

Source: [Think with Google](#)

2x

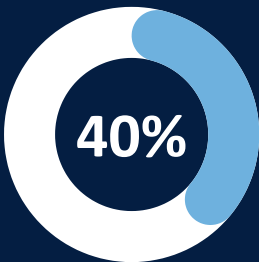
Increase of "Entertainment" searches during Ramadan

Source: [Google Winning Ramadan with Digital 2021](#)



Increased usage of media streaming platforms in 2020

Source: [Google Winning Ramadan with Digital 2021](#)



Increase in new subscribers of interactive TV in March 2020

Source: [CNN Indonesia](#)

106 %

Growth in subscribers of video on demand (SVOD) in early 2021

From 3.4M subscribers in 2020 to 7M in early 2021.

Source: [Suara, Media Partners Asia](#)

96%

TikTok users who observe Ramadan are likely to upload content on online sharing platforms during the festive season

Source: TikTok for Business: Ramadan 2021 with TikTok

78%

TikTok users prefer religious content in Ramadan 2021

Followed by food content (71%), entertainment content (69%), updates from family and friends (64%), daily updates (60%), and beauty & fashion (43%).

Source: TikTok for Business: Ramadan 2021 with TikTok

83%

Ramadan observers follow public figures on Facebook

And 35% agreed that public figures and celebrities can influence their purchasing decisions. Source: Facebook: Ramadan Marketing Insights and Recommendation Guide - Indonesia

88%

Ramadan observers on Twitter say they will use social media apps more than usual during Ramadan 2021

Source: #RamadanDiTwitter Indonesia 2021

57%

Ramadan observers are looking forward to seeing entertainment content on Twitter in Ramadan 2020

The next category is Food & Cooking (56%), Comedy (51%) and Religion (46%). Source: #RamadanDiTwitter Indonesia 2021



BRAND OPPORTUNITIES FOR RAMADAN 2021

- 1. Optimise channels for a seamless digital experience*
- 2. Increase volume of media inventory to drive performance*
- 3. Re-create feel of Eid celebrations online*



KEY INSIGHT

DATA-DRIVEN ACTION TO MEET SHIFTING CONSUMER NEEDS.

Changes in consumer behaviour during the pandemic may leave a lasting impact.

The pandemic has accelerated Indonesians' digital adoption across age groups and socioeconomic backgrounds. As consumers had few options but to move their daily activities online, this also boosted their trust and comfort in, as well as reliance on, digital tools.

Work-from-home may continue for some companies even after the pandemic ends, and about 77% of employees would prefer to continue working from home.

With the convenience of home delivery and the rise of online entertainment, consumers have started to ease into the routine of the new normal.

This Ramadan, Indonesian Muslims already know what to expect. They are more ready to make plans for Ramadan 2021 despite the ongoing pandemic.

What about brands? Are brands ready to make the most of this Ramadan season?

ADA has identified three major opportunities for brands to meet consumer needs this season.

BRAND OPPORTUNITY

1. OPTIMISE CHANNELS FOR A SEAMLESS DIGITAL EXPERIENCE

To convert offline sales into digital for the long-term, brands need to ensure their customers' digital experience matches, if not exceeds, the conventional one.

Now well-accustomed to navigating various digital tools for their daily activities, the consumer is expecting more.

There will be less tolerance for a confusing interface, unintuitive navigation, or choppy multi-platform experience — and rising demand for a faster, more reliable, and more personalised experience.

Marketing Technology (MarTech) plays a key role in mapping the customer journey on digital platforms. MarTech can help marketers simplify processes, measure success, and even improve efficiency in spending.



Think of ways to improve on digital consumer acquisition:

- A pop-up asking consumers about size, shape, colour, or fit automatically displays matching outfits for online fashion.
- A reminder for recurring purchases/top-ups.
- Limited-time offers sent to consumers who abandoned their shopping carts.

Want to learn how your industry can optimise the sales and marketing funnel this Ramadan?

PICK OUR BRAINS

BRAND OPPORTUNITY

2. INCREASING THE VOLUME OF MEDIA INVENTORY TO DRIVE BUSINESS PERFORMANCE

During special occasions like Ramadan and Eid, consumers typically spend more. Brands should do the same.

As consumer spending spikes during the first and last week of Ramadan, brands need to ensure that they have enough media inventory to capture their audience at the right time, and on the right platform.



Think of ways to expand your reach and target your customer persona:

- *An integrated SMS-marketing campaign for older demographics.*
- *AI-based campaign optimisation to target Muslim youths.*
- *Data-driven ad and content placement on the most effective channels during Ramadan.*

Our integrated mobile marketing solutions can achieve up to 98% SMS open rate and up to 45% response rate.

[LEARN MORE](#)

BRAND OPPORTUNITY

3. RE-CREATE FEEL OF EID CELEBRATIONS ONLINE

This Ramadan, brands should look into how they can facilitate the customer's experience of celebrating Eid through digital platforms.

Despite stricter regulations and movement restrictions to curb the spread of COVID-19, TikTok found that 71% of Muslim users will continue to celebrate Ramadan in their own way.

Eid celebrations for Indonesian Muslims have always revolved around observing Eid prayers with families, visiting family's gravesites, asking for forgiveness, sharing home-cooked meals, visiting neighbours, families, and relatives, as well as gift-giving.

What are the customer touchpoints that can enhance the feeling of celebrating Eid in Indonesia?



Think of optimising your creative adaptation.

- An Eid Instagram story filter or Zoom background.
- Eid-themed GIF images for WhatsApp.
- ECommerce enablement to facilitate the buying and sending of Eid gifts, hampers, bundles, or vouchers.

Want to know how your industry can optimise creative adaptation to 'own' the Ramadan moment?

WE'LL TELL YOU



CONCLUSION

2021: A WIN-WIN RAMADAN

Ramadan 2021 will still be a challenging one for consumers, businesses, and SMEs alike. However, brands can tackle the challenges by focusing their efforts on:

- *Following the rise of social media platforms and converting to online sales.*
- *Optimising digital channels and owning "the moment" through fast and witty creative adaptation.*
- *Unlocking eCommerce enablement during Ramadan.*

With a solid data-driven strategy, brands and SMEs alike can thrive by meeting their customers' changing needs and expectations.

That will be a win-win Ramadan for all.

ABOUT ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital, and data maturity and achieve their business goals.



ABOUT OUR DATA

Their Digital behaviour culled from **400,000 apps**.

Their Offline behaviour gathered from **1 million places of interests**.

Their Content Consumption Patterns derived from **800 million videos views**.

Their Social Media use analysed from **150 million sources**.

375M
CONSUMERS

CONTACT US TODAY

[ADA-ASIA.COM/CONTACT-US/](https://ada-asia.com/contact-us/)



© 2020 ADA. All rights reserved.

ADA™ refers to Axiat a Digital Advertising Sdn Bhd and all related corporations and subsidiaries. The information contained in this publication is for general guidance on matters of interest only. ADA is not responsible for any errors or omissions, or for the results obtained from the use of this information. Certain links in this publication connect to other websites maintained by third parties over whom ADA has no control. ADA makes no representations as to the accuracy or any other aspect of information contained in other websites.

To read more on our privacy terms, or to contact us, please visit www.ada-asia.com