

‘Tis the season to shop: Indonesia



Ramadan is peak shopping season in Indonesia, but shopping-related online searches increase again toward the end of the year, spurred on by Harbolnas, Christmas, and New Year’s Eve. [Google is a key companion on this journey](#). Read on to find out what captivates consumer interest at the height of the festive season.

	x	🔍
Baju (clothes)	↶	
Sepatu (shoes)	↶	
Tas (bag)	↶	
Hijab (veil)	↶	
Jam Tangan (wristwatch)	↶	
Jaket (jacket)	↶	
Gamis (robe)	↶	
Oppo	↶	
Lazada	↶	
Xiaomi	↶	

Top searches during the shopping season¹

Apparel and accessories are top of mind for Indonesian shoppers who look to Google for [fashion inspiration and information](#). Searches are largely related to clothing styles, bag and shoe designs, and prices.

Multiple reasons to shop

Shopping searches start to increase around Black Friday (November 23) and steadily increase until Christmas Day. Searches for “[Harbolnas](#)” (*Hari Belanja Online Nasional*), Indonesia’s National Online Shopping Day, grew 1.3X over the previous year and peaked on December 12.²

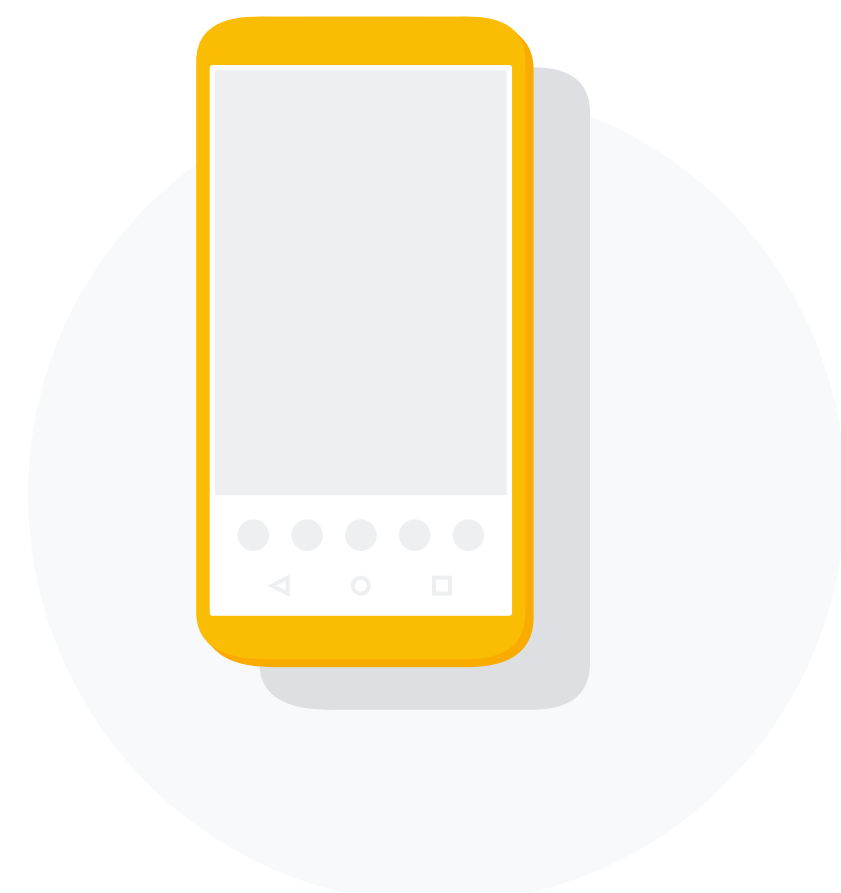


Hijab tutorials and more

Searches such as “tutorial hijab segi empat” and “cara memakai hijab” grew more than [2X](#). Google helps Indonesia keep up with the latest trends in the shopping season.³

Brand matters – especially for mobile phones

[Over 95%](#) of searches for mobile phones are brand-driven or related to a specific model. Shoppers have clear expectations related to features, prices, and reviews.⁴



¹ Most searched shopping-related queries on Google.com in the run-up to key shopping events.

² Google Trends (ID: “Harbolnas” –Top and Trending Terms; 12/4/17–1/1/18; Shopping Web Search).

³ Google Trends (ID: “Hijab tutorial” –Top and Trending Terms; 12/4/17–1/1/18; Shopping Web Search).

⁴ Google Trends (ID: “Oppo,” “Xiaomi,” “iPhone;” 12/4/17–1/1/18; Shopping Web Search).