



Andrew Prasatya · 16 Aug 2017 · 4 min read

# A snapshot of Indonesia's ecommerce scene as companies brace for Amazon's arrival

Amazon has **kicked off in Singapore** with its “most aggressive service yet,” offering the Prime Now two-hour delivery service on everything from chilled Tiger beer to Samsung mobile phones. But Singapore may just be **a small step** for the ecommerce giant before they spread to other Southeast Asian countries like Indonesia.

Existing ecommerce companies in Indonesia are seemingly predicting the move, preparing themselves for the big battle. On May 2017, Sea (formerly known as Garena) **raised US\$550 million** to back their Indonesian ecommerce platform, Shopee. A few weeks ago, we also heard that Alibaba is **expected to invest** in one of the biggest marketplace players in Indonesia, Tokopedia, for up to US\$500 million.

At iPrice, we just released the latest version of our interactive content, **The Map of E-Commerce Indonesia**, which looks at data from April to June 2017. (For more information on the methodology of the study, click the link to the study's main page or go to their data bank [here](#).)

Here are some interesting findings from the data.

## Lazada is widening the gap with Tokopedia for web visits

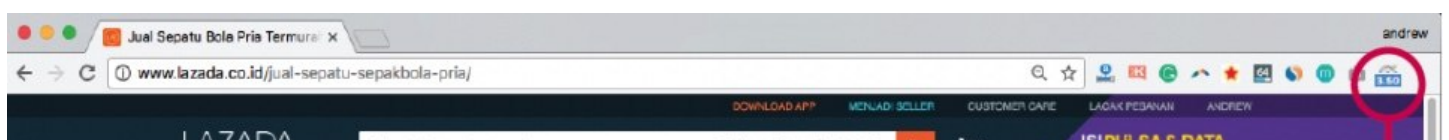
Based on the data we took from [SimilarWeb](#), Lazada is still the champion for web visits with 58.3 million average monthly visits. Tokopedia is second with 50.7 million.

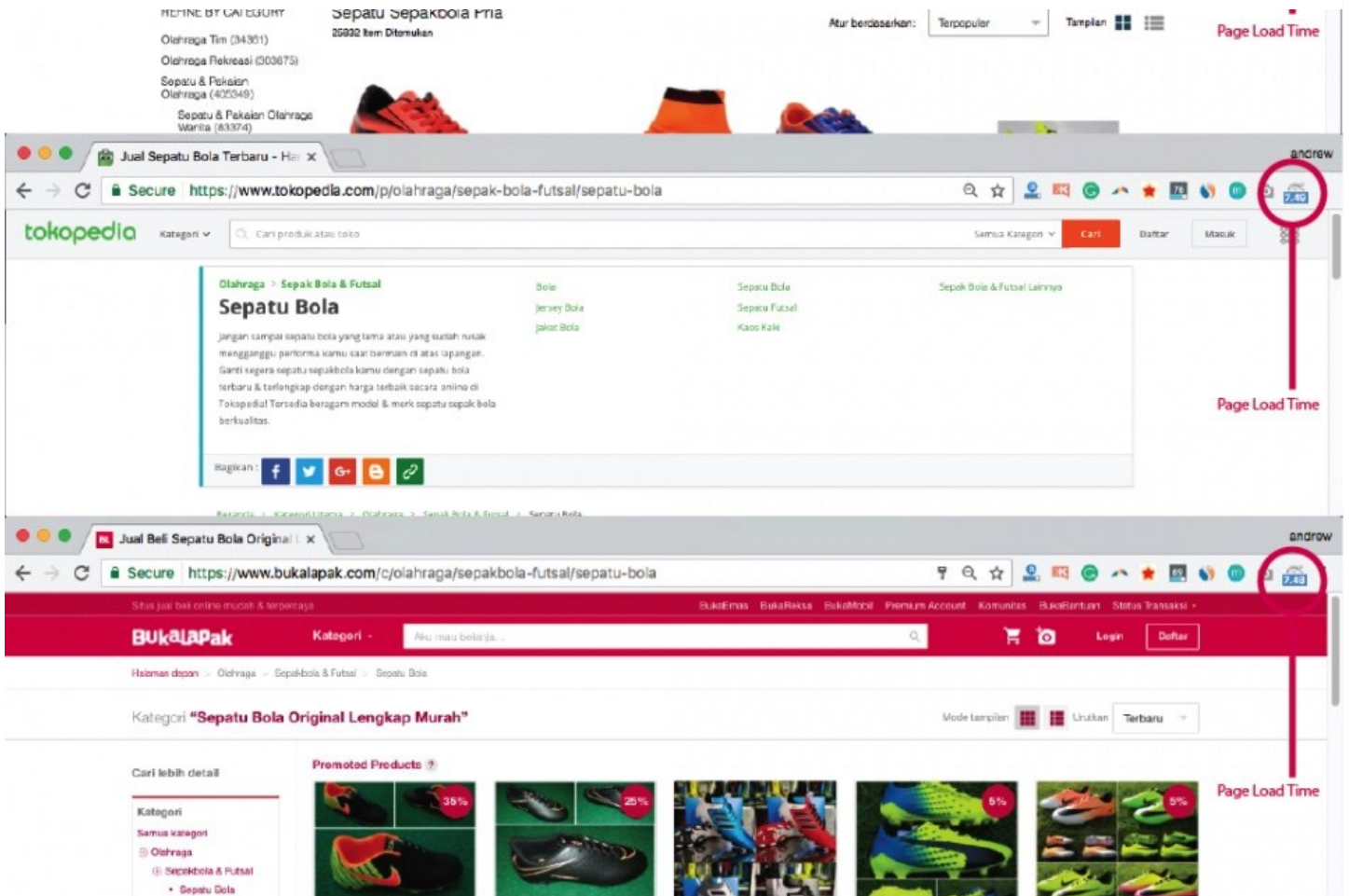
The gap between Lazada and Tokopedia is wider this time around compared to the previous period (January to March), where Lazada had 51.1 million average monthly visits and Tokopedia reached 46.5 million.

We believe this is because Lazada already had an idea that Amazon would arrive in Southeast Asia. So, they are optimizing their website to secure Indonesian online shoppers.

According to Kissmetrics, [site speed is a factor](#) that customers look for in an ecommerce site. So, we compared the page load times for Lazada, Tokopedia, and Bukalapak. We loaded their “Nike Football Shoes” page, and here are the results:

- Lazada: 3.50 seconds
- Bukalapak: 7.48 seconds
- Tokopedia: 7.49 seconds





## Tokopedia is still the strongest local player

In comparison with other Indonesian ecommerce players, Tokopedia has appeared consistently as the top one or two companies in five out of six of our Map of E-Commerce study parameters.

Here are the statistics for Tokopedia:

- Twitter: 277,000 (#2)
- Facebook: 3.4 million (#2)
- Employees: 1,076 (#2)

Based on our study's latest data, Tokopedia is the second strongest player in Indonesia overall. This may also be one of the reasons why Alibaba wants to invest in the company (to prepare for Amazon entering Indonesia).

## Lazada, Tokopedia, Bukalapak, and Mataharimall, always appear in the Top 10 list

Based on all our parameters, we mapped out the top 10 ecommerce companies and found that Lazada, Tokopedia, Bukalapak, and Mataharimall were always on the list.

Here are their average rankings:

- Lazada: 2.3
- Tokopedia: 3.5
- Bukalapak: 6
- Mataharimall: 7.2

### TOP 10 E-Commerce

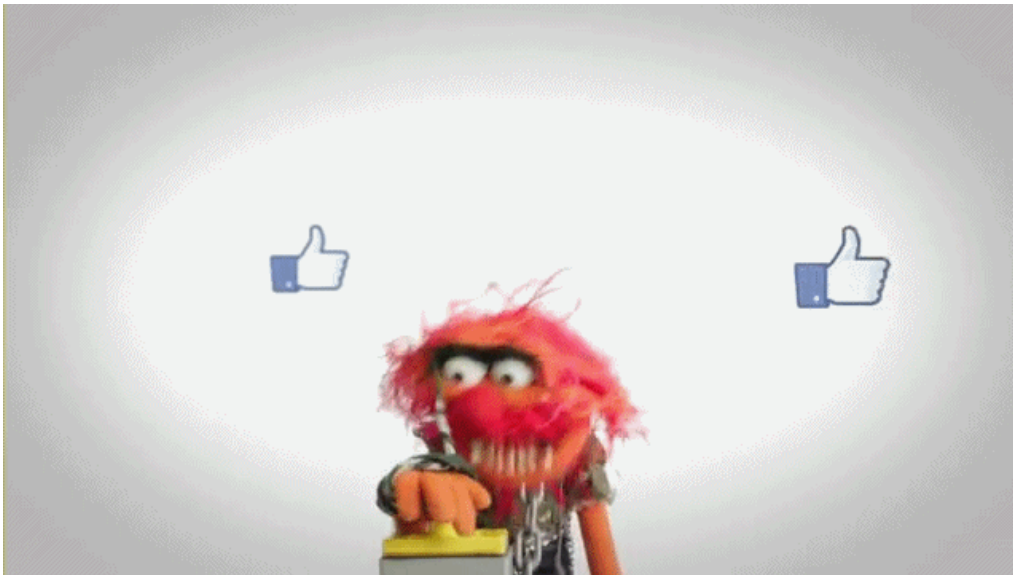
Rank	Visits	App Installs	Twitter	Instagram	Facebook	Employees
1	Lazada	Ali Express	Bibli	Hijup	Lazada	Mapemall

6	JD ID	Dukalapak	Dukalapak	Brodo	Dukalapak	Blibli
7	Shopee	Mataharimall	Matahari Mall	Tokopedia	Mataharimall	Shopee
8	Blanja	Qoo10	Bhinneka	Mataharimall	Elevenia	Bhinneka
9	Matahari Mall	Blibli	Zalora	Zalora	Brodo	Zalora
10	Bhinneka	Elevenia	Hijup	Bukalapak	Bhinneka	Elevenia

iPrice's list of top 10 ecommerce companies.

It is likely that a combination of a good website, product selection, customer relations, and company culture is the reason for the success of these big players.

### A big jump in social media followers after Ramadan



Ramadan is one of the biggest religious events in Indonesia. Ecommerce companies use this momentum to offer discounts and special promotions to attract more online consumers.

One of the effects of their huge promotions during this time is the growth of their social media followers. We compared their social media followers from January to March and April to June.

Here is the growth:

	Twitter Growth	Instagram Growth	Facebook Growth
1 Tokopedia	155,597	Lazada	64,768
2 Lazada	20.950	Hiiun	56.217
			Blibli
			1,026,988
			Lazada
			975.333

However, Blibli is still the king of social media for local players (they are in the first position for Facebook and Twitter). The company also had the biggest social media growth on Facebook.

After we analyzed their social media platforms, we found two factors that might result in their success:

- **Type of content:** While other companies go for hard-sell content, Blibli often creates content that focuses on their customers (aka content marketing). If they're promoting a camera, for example, they'll post an article on camera types that will fit your personality. This is the type of content people want to read.
- **Customer relations:** As social media is a two-way platform (brands to customers and vice versa), customers will use this platform to reach out to brands for any questions or complaints. Companies need to be fast and make sure their customers are satisfied with their service. We compared Blibli's response time on Facebook to Tokopedia's and found that while Tokopedia's page says "Typically replies within an hour," Blibli's says "Typically replies within minutes."

## Minor findings

### Alfacart is no longer in the top 10

In the previous version of our study, Alfacart had 17 million average monthly visits. This period, however, their average monthly visits dropped to 2.5 million. This may be attributed to their **change in business model** and the fact that they fired around 80 employees—including some in the C-level.

### Hijup still dominates Instagram

Hijup remains first in the number of Instagram followers with 595,000. But fashion-type ecommerce companies no longer dominate the ranking and was replaced by general-type ecommerce companies.

### Zalora still dominates fashion-type ecommerce

Zalora is still the king for fashion-type ecommerce companies. They are number one for three out of our six parameters: monthly visits, app installs, and Facebook fans.

Share



Community Writer

**Andrew Prasatya**

Head of Content Marketing at iPrice Group



[VIEW ALL COMMENTS](#)

---

[More articles ↓](#)

---