



INTRODUCTION TO  
**eCommerce**  
**for Beauty, Skincare**  
**and Makeup in Indonesia**



# eCommerce for Beauty, Skincare and Makeup in Indonesia

The Indonesian Beauty, Skincare and Makeup (BSM) eCommerce market represents significant growth potential for Australian retailers, with about 45% of online buyers shopping for beauty and skin items. In 2025, the retail e-commerce market in Indonesia is anticipated to reach AUD162 billion.

To gather momentum and capitalise on the enormous potential of the Indonesian BSM eCommerce market, Australian businesses need a long-term strategy and core strengths.

This programme is designed for companies interested in exploring the BSM eCommerce ecosystem in Indonesia and learning what it takes to establish an eCommerce presence there.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 x 2-hour program

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Accelerate your understanding of Indonesia's eCommerce platforms,** consumer preferences and digital landscape focused on the BSM sector.



**Build export capability to succeed** in Indonesia's BSM eCommerce market.



**Gain access to key Indonesian experts** essential for navigating BSM eCommerce in Indonesia.



**Enhance your competencies, knowledge, and capabilities** to support results with your BSM eCommerce partners in Indonesia.

## Topics covered

1.

### Doing business on Indonesian eCommerce platforms focused on Beauty, Skincare and Makeup (BSM)

- Understand the major eCommerce platforms focused on the BSM sector in Indonesia.
- Compare and contrast the major eCommerce platforms that focus on the BSM sector in Indonesia.
- Build an understanding of the regulatory environment.
- Case study featuring key insights and lessons learned from companies entering Indonesia's BSM sector.

2.

### Understanding the digital and consumer landscape for Beauty, Skincare and Makeup (BSM) in Indonesia

- Consumer trends and preferences for the BSM sector in Indonesia.
- Digital trends and social media strategies for the BSM sector in Indonesia.
- Undertaking product localisation for your BSM category product - brand, price and experience.
- Panel discussion with key stakeholders involved in Indonesia's eCommerce BSM sector.

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Indonesia.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us



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