



INTRODUCTION TO
**eCommerce for
Health and Nutritional
Supplements in Indonesia**



eCommerce for Health and Nutritional Supplements in Indonesia

Health and wellness products account for more than 8% of Indonesian eCommerce annual revenue, which is expected to exceed AUD139 billion by 2026. Dietary supplement retail sales in Indonesia will see a considerable acceleration in 2023 and will continue to expand strongly in the following years.

Australian businesses require a long-term strategy and core strengths to build momentum and capitalise on the enormous potential of the Indonesian Health and Nutritional Supplements (HNS) eCommerce market.

This program is designed for businesses interested in exploring the HNS eCommerce ecosystem in Indonesia and what it takes to build 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 HNS sector.



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



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



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

Topics covered

1.

Doing business on Indonesian eCommerce platforms focused on Health and Nutritional Supplements (HNS)

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

2.

Understanding the digital and consumer landscape for HNS in Indonesia

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