

Ramadan remains Indonesia's biggest retail moment as shoppers embrace new festive habits

FMCG spending rose 3.3% year on year during Ramadan 2026, with online shopping, beauty and dairy driving growth.

JAKARTA, INDONESIA, August 13, 2026 /EINPresswire.com/ -- [Ramadan](#) continues to be the most important trading period of the year for Indonesia's [FMCG](#) market, but the way consumers celebrate and shop is changing.

New insights from Worldpanel by Numerator show FMCG spending during Ramadan 2026 increased by 3.3% compared with the previous year, with households spending 12.8% more than during the pre-festive period. While growth remains positive, shoppers are becoming more selective about where and how they spend, creating new opportunities for brands.

Rather than benefiting all categories equally, this year's growth was driven by changing shopping habits. Beauty and dairy were among the strongest-performing sectors, while pantry staples and food continued to benefit from more meals being prepared at home during Ramadan. At the same time, beverages faced softer demand as shoppers adjusted their priorities.

Shopping channels are also evolving. Although supermarkets and convenience stores remain central to Ramadan shopping, online retail is growing rapidly. Online FMCG spending increased by more than 60% compared with Ramadan 2025, supported by strong growth across all socio-economic groups and increasing demand through platforms such as Shopee and TikTok.

Gift giving also remains an important part of the celebrations. More than eight in ten Indonesians exchanged gifts during Ramadan, with FMCG products becoming increasingly popular alongside the traditional practice of giving cash. Dairy products, particularly liquid milk, performed strongly, while categories such as chocolate continued to attract more households during the festive period.

The research also shows that traditional Ramadan shopping patterns are evolving. Fewer Indonesians travelled back to their hometowns during the festive season for the second consecutive year, resulting in spending becoming increasingly concentrated in urban areas, particularly secondary cities. Meanwhile, more consumers chose to prepare meals at home, supporting continued growth across cooking ingredients and pantry essentials.

Venu Madhav, Managing Director at Worldpanel by Numerator Indonesia, said: "Ramadan continues to unite Indonesian households through shared traditions, but the way people shop is becoming much more diverse. Consumers are balancing celebrations with changing financial priorities, choosing different channels, different categories and different ways to celebrate. For brands, understanding these changing behaviours will be just as important as understanding the season itself."

The findings are based on Worldpanel by Numerator's analysis of Indonesian FMCG purchasing [behaviour](#) during Ramadan 2026, tracking household spending across product categories, retail channels and regions.

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