

From Cart to Heart

Purchasing Habits of Indonesia's Makeup Consumers





Real insights from
thousands of qualified,
verified women in over
430 locations

Makeup Market at a Glance

Insights from Verified Consumers

43%

Purchase makeup
once a month.

25%

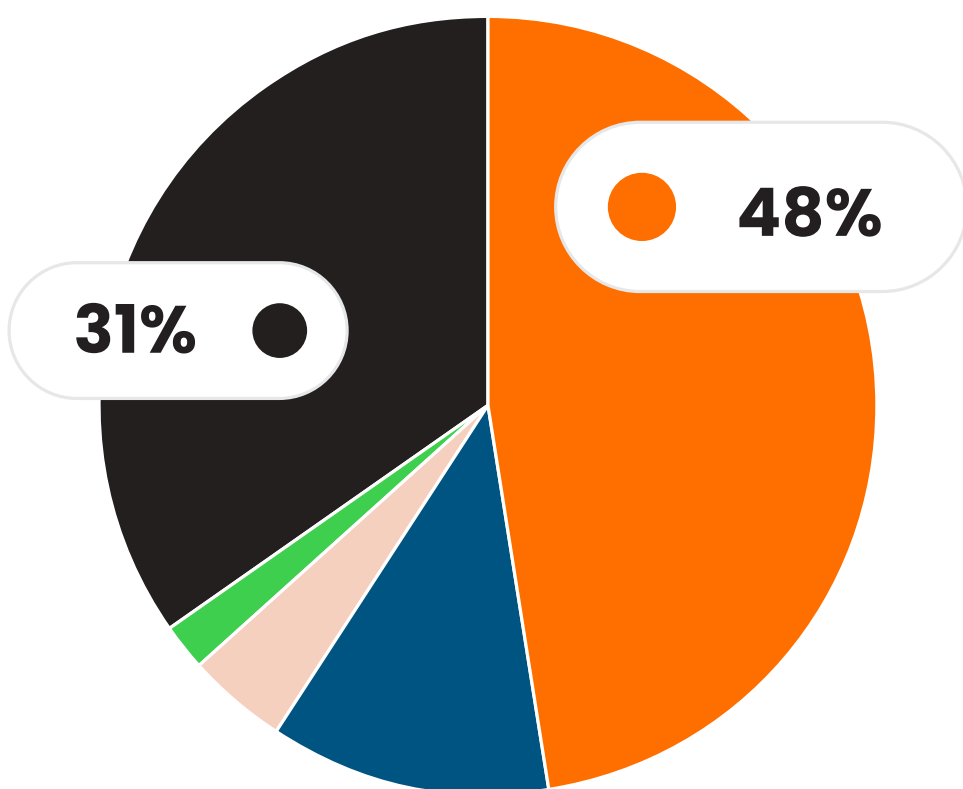
Purchase makeup
2-3 times a month.

Most frequently purchased makeup products



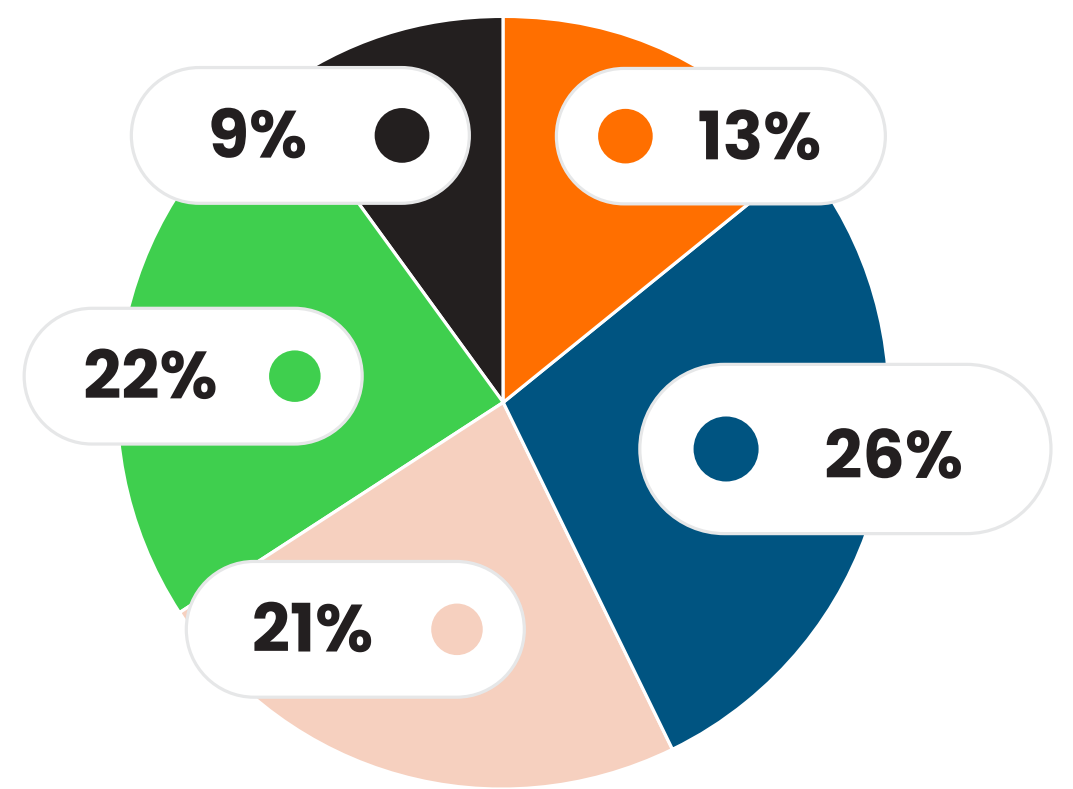
- Foundation 34%
- Eye Liner 5%
- Face Masks 5%
- Eyebrow Products 8%

Amount spent on last makeup purchase



- 100K-300K
- 300K-500K
- 500K-700K
- 700k+
- Less than 100K

Where makeup products are purchased



- Official Counter
- Marketplace
- Mini Market
- E-Commerce
- Instagram Shop

20%

Shop from **Lazada**
when shopping online
for makeup.

14%

Prefer buying directly
when shopping online
for makeup.

The Beauty Generation

A Closer Look at 18-24 & 25-29

Purchase Frequency

Women aged 25-29 are 18% more inclined to purchase makeup products once a month.

Women aged 18-24 are 11% more inclined to purchase makeup products 2-3 times a month.

Online Purchasing Preferences

Women aged 18-24 exhibit stronger online purchasing tendencies.

- They are 44% more likely to purchase makeup products through social media stores and 21% more likely to buy from e-commerce sites.

Spending Habits

25-29 year olds tend to spend more, with 14% more spending between 100-300k and a notable 36% increase in spending between 500-700k.

- 18-24 year olds are 20% more likely to spend less than 100k on purchases.

Offline Purchasing Preferences

Both age groups prefer offline purchasing in nearly equal proportions.

- Women aged 25-29 are notably 45% more inclined to purchase makeup offline at traditional markets.
- Top offline purchase points include minimarkets (21%) and official store/counter (11%).

Most Purchased Products

Lip products rank first for both age groups (49% vs 52%), followed closely by foundation (33%).

- Eyebrow products stand out, with 18-24 year olds 34% more likely to buy them frequently compared to 25-29 year olds.