

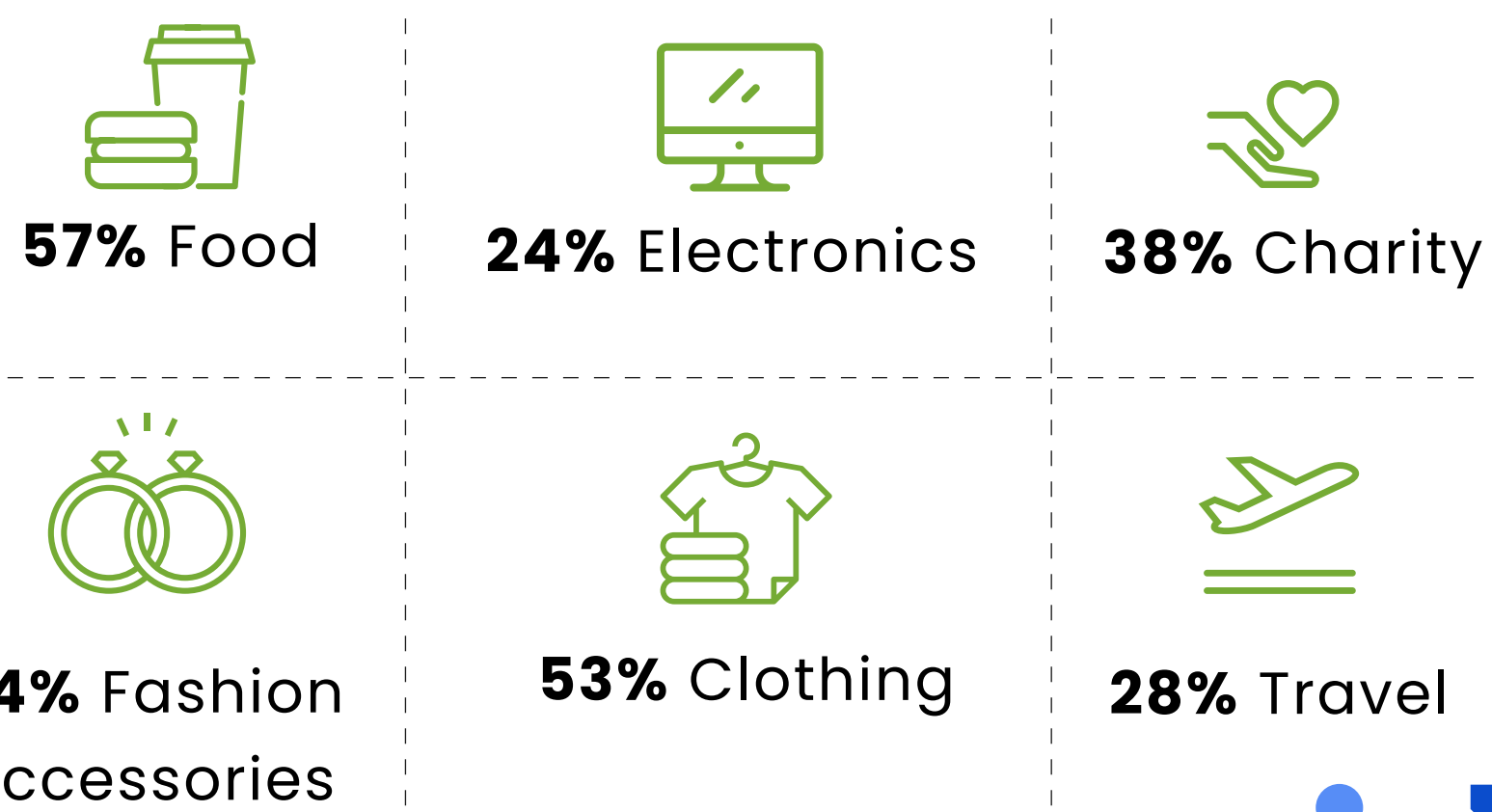
# KNOW YOUR CONSUMER THIS RAMADAN

2019 INDONESIA  
MOBILE TRENDS

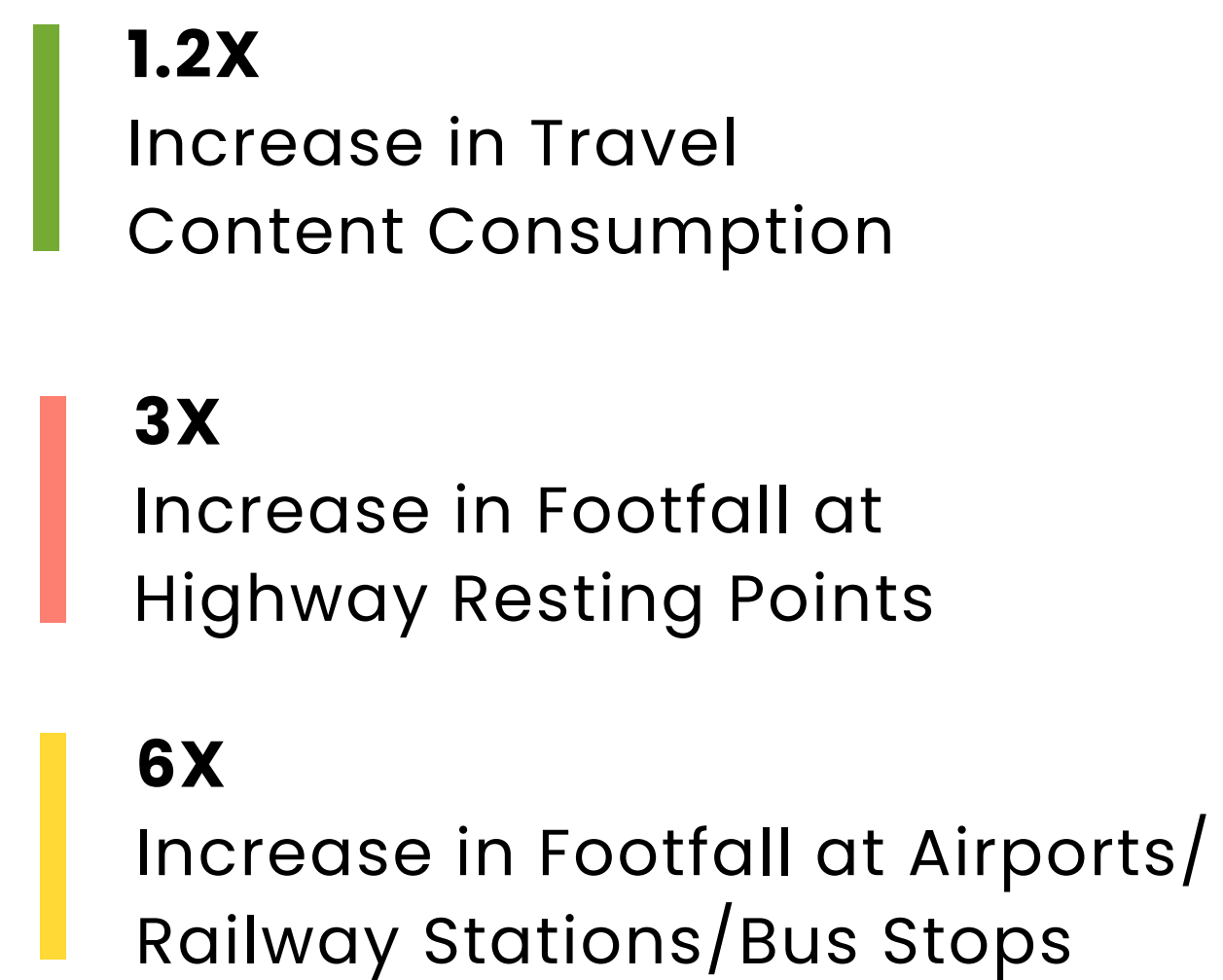
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## SHOPPING

Shopping Categories & Percentage of Consumers willing to Spend more than Rp 2 Mn

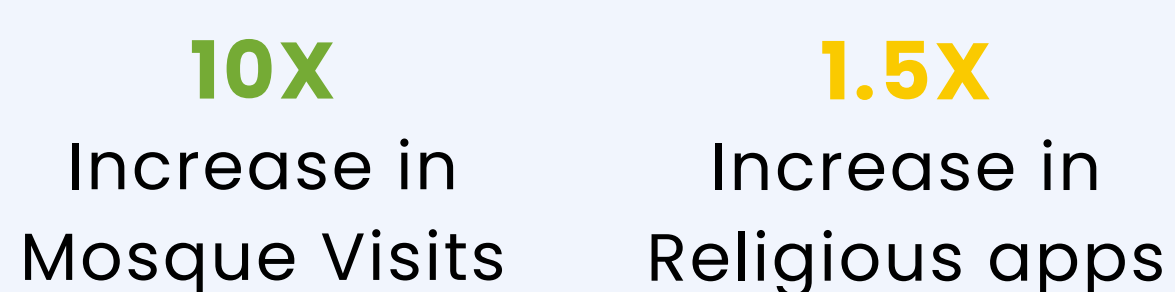


## TRAVEL



## SPIRITUALITY

**2.5X** Increase in Mobile Activity at Suhoor



**3X** Increase in Visits to Religious Shops

## THE 2019 MOBILE RAMADAN CONSUMER

## MEDIA

**50%** Increase in Video Consumption

**68%** Consumers use Mobile while watching TV

**35%** Increase in Social Sharing

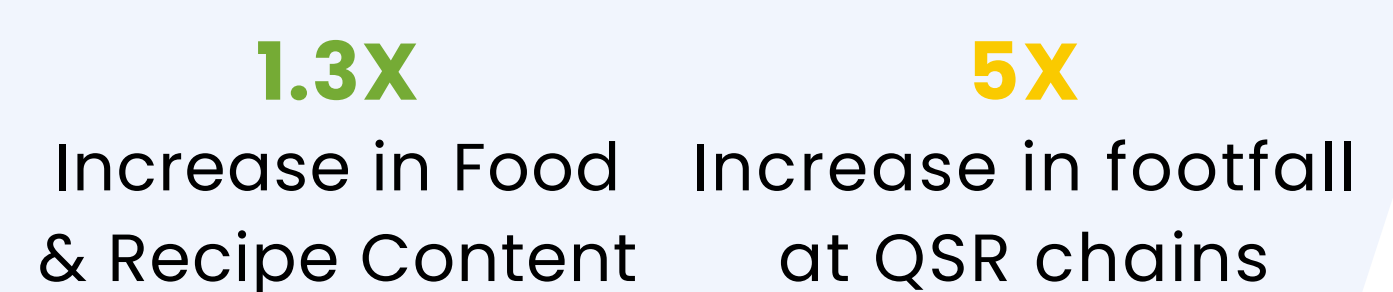
**20%** Increase in Gaming

**65%** Increase in Location Check-Ins

## FOOD

75% of Consumers stock up food items (non-perishables) before Ramadan

**2.5X** Increase in footfall at Food Markets



**6X** Increase in footfall at Restaurants

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