

News Release

More Indonesian consumers choose smart spending as they remain cautiously optimistic about the economy: UOB ASEAN Consumer Sentiment Study 2025

Jakarta, 2 December 2025 – More Indonesian consumers are becoming more cautious with their spending, driven by growing concerns around household expenses and long-term financial commitments. According to the latest UOB ASEAN Consumer Sentiment Study (ACSS) 2025¹, this prudent approach has deepened compared to last year, even as many continue to spend on meaningful lifestyle experiences. The newly launched UOB ASEAN Consumer Sentiment Index (the Index)² also recorded Indonesia’s overall sentiments at 55, down from 58 last year, reflecting cautious optimism amid ongoing cost pressures.

The Index is derived from six key indicators measuring consumers’ perceptions of current and future economic conditions and their personal finances. On personal finances, the sub-index comprising consumers sentiments on future personal finances, concerns over long-term financial commitments, rising household expenses and pay cuts has declined six-points to 53 compared to last year. As for macroenvironment, nearly three in five Indonesians felt positive about the current economy and the same proportion remained optimistic about future economic conditions, a slight improvement from last year’s 55 per cent and 56 per cent respectively. This shows that while consumers are feeling the pressure of higher costs, they remain confident about the country’s macroenvironment outlook.

Mrs Cristina Teh Tan, Consumer Banking Director, UOB Indonesia, said, “Understanding our customers remains at the heart of what we do. Indonesian consumers today are more mindful when it comes to spending. They want value, but also want to enjoy meaningful experiences. At UOB, we are committed to helping customers make smart financial decisions by offering practical benefits, including cashback on daily spending, dining deals, travel rewards, and

¹ Details of UOB ACSS 2025’s research methodology can be found in the “Notes to Media” section.

² Details of the new Index’s methodology can be found in the “Notes to Media” section.

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flexible instalment plans. Our aim is to help customers manage expenses wisely while still enjoying the things that matter in life.”

Smart spending shapes daily purchasing decisions

Many Indonesians, especially Gen X³, are tightening their spending habits. The study found that 59 per cent of respondents felt that inflation has a negative impact on their household purchasing power, prompting them to prioritise essentials while being more selective about discretionary items.

This can be seen from the top changes in shopping habits among consumers over the past year, which included close to half of the respondents buying more products on discount and 43 per cent buying more multi-functional products to maximise value. This caution is driven by rising concerns, 48 per cent of consumers are worried about their financial commitments in 2025, up from 39 per cent in 2024, highlighting a growing focus on financial prudence.

Despite this caution, lifestyle and experiential spending continue to rise. Indonesian consumers showed sustained interest in experiential spending, including travel for vacations, fine dining, concerts, events and festivals, with 34 per cent reporting increased expenditure on these categories in 2025, up from 20 per cent last year. Younger consumers showed strong preference for such experiences, with 85 per cent of Gen Zs viewing this as essential to their wellbeing, reflecting a balance between mindful spending and personal enjoyment.

Financial habits strengthen as digital payment grows

Financial awareness is also improving among Indonesian consumers. Three in four respondents saved more than 10 per cent of their monthly income, up from 70 per cent in 2024, showing continued improvement in personal financial discipline. Nearly nine in 10 have emergency funds, of which 31 per cent said they have enough emergency funds to cover expenses for at least seven months. Confidence in personal money management remains strong, with nine out of 10 Indonesians considering themselves capable of managing their personal finances effectively.

Digital payments continue to dominate daily transactions. ACSS 2025 showed that QR scan-to-pay, e-wallets and mobile banking apps are among the most preferred payment methods



³ Ranges for the various age segments surveyed in ACSS 2025 can be found in the “Notes to Media” section.

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among Indonesian consumers, likely driven by convenience, ease of use and ability to track expenses digitally. The growing use of digital payments supports the strengthening of financial habits, enabling Indonesians to monitor and manage their daily expenses more effectively.

The full UOB ACSS report is available on the UOB Indonesia's website at go.uob.com/acss2025-id.

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About UOB Indonesia

UOB Indonesia is a subsidiary of UOB, a leading bank in Asia with a global network of more than 470 offices in 19 countries and territories in Asia Pacific, Europe and North America. Established in 1956 through PT Bank Buana Indonesia, PT Bank UOB Indonesia was formed after a merger with PT Bank UOB Buana, which marked the existence of UOB Indonesia for more than a decade in Indonesia.

UOB Indonesia's service network comprises 91 branch offices and 108 ATMs across 42 cities in 16 provinces in Indonesia. UOB Indonesia's banking services are accessible through its regional ATM network, the ATM Prima and Bersama networks and the Visa network.

UOB Indonesia is committed to providing quality products and excellent customer service. The Bank offers various banking products and services categorised into digital bank, personal financial services, business banking, commercial banking, corporate banking, global markets and investment management. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

The Bank has a strong retail customer base through its wide range of saving products, mortgage services and credit cards. UOB Indonesia's banking services are also accessible in Indonesia, Singapore, Malaysia and Thailand through hundreds of UOB ATMs.

UOB's award-winning digital bank, TMRW, serves Indonesia's generation of enterprising and digitally-savvy customers by providing a better, personalised banking experience through the use of data and customer feedback. Through TMRW, the Bank is committed to helping customers meet their financial goals as they build a better tomorrow.

UOB Indonesia also offers a full suite of corporate/commercial products, including a range of treasury and cash management products and services. UOB Indonesia is focused on helping companies with their expansion plans and has supported many enterprises from industries such as construction, mining, real estate and the services sector in their expansion into Indonesia.

UOB Indonesia believes in being a responsible financial services provider and it is committed to making a difference in the lives of its stakeholders and in the communities in which it operates. Just as the Bank is dedicated to helping customers manage their finances wisely and to grow their businesses, UOB Indonesia is steadfast in its support of social development, particularly in the areas of art, children and education.

For further details on UOB Indonesia, please visit www.uob.co.id



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About UOB ACSS 2025

ASEAN Consumer Sentiment Study (ACSS) is UOB’s flagship study analysing consumer trends and sentiments in five countries (Singapore, Malaysia, Indonesia, Thailand and Vietnam). Now in its sixth year, the 2025 survey was conducted in Indonesia in May and June 2025. It captures the responses of 1,000 consumers across different demographic groups with respondents aged 18 to 65 years. Participants were drawn from diverse demographic groups and segments.

Age Segments:

- **Gen Z** – 18 to 26 years
- **Gen Y** – 27 to 42 years
- **Gen X** – 43 to 58 years
- **Baby Boomers** – 59 to 65 years old

About UOB ASEAN Consumer Sentiment Index

Launched in 2025, the UOB ASEAN Consumer Sentiment Index (“the Index”) is designed to capture the pulse of consumer confidence across key ASEAN markets. It reflects consumer perceptions of both current and future economic conditions, alongside personal financial concerns and expectations.

The responses to the following six key indicators from the UOB ACSS 2025 form the basis of the Index. The six indicators are grouped into 4 sub-indices which are current and future sentiments, and outlook on macroenvironment and personal finances.

Current	Future	
<ul style="list-style-type: none"> • Perception of Current Economic Environment 	<ul style="list-style-type: none"> • Perception of Future Economic Environment 	Macro
<ul style="list-style-type: none"> • Concerns about Increased Household Expenses • Concerns about Possibility of Pay Cuts or Income Loss 	<ul style="list-style-type: none"> • Concerns about Long-Term Financial Commitments • Expected Future Financial Situation 	Micro (personal finances)

The methodology of the Index draws guidance from globally recognised consumer sentiment indices. The Index is computed by averaging the scores of the six indicators. The score of each indicator is calculated by taking the percentage of positive responses to the respective key indicator question from ACSS 2025.



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