

Google Play & Android 2024 impact and contributions for Indonesia



Google Play & Android are empowering Indonesian developers and businesses

Indonesia is home to a community of thousands of local app creators building solutions across industries — from fintech and e-commerce to education and healthcare.¹ At the heart of this growth, platforms like Google Play and Android are playing a pivotal role in enabling businesses, developers, and entrepreneurs to reach millions of users, to scale up quickly, and to contribute to Indonesia's digital transformation.

190 million The number of Indonesians who can access the internet through Android.

Expanding access: Android's role in digital empowerment.

A large number of Indonesians are accessing the internet for the first time on a mobile phone. Android is the world's most common mobile operating system, and is utilised by smartphones, tablets, laptop computers, and other smart technology produced by a range of companies. As a mobile first country, Indonesia benefits immensely from Android's reliable systems, which help its citizens access the internet and participate in the digital economy.

Ensuring widespread connectivity

77%

of Indonesian users' first-time access to a smartphone is via an Android device, helping to diffuse digital tools across the economy. **63%** of Android users would have accessed the internet for the first time via the Android operating system.

Connecting users to essential public services

93%

of Android users say their Android phone is one of the main ways they access digital public services in Indonesia such as online government portals or healthcare applications.

Enabling access to financial tools

61%

of users in Indonesia say their Android phone is now the most common tool they use for payments, as Android helps to boost financial inclusion.

Furthering inclusivity: Android's role building trust and accessibility in the digital ecosystem.

Beyond initial access, Android plays a crucial role in ensuring a safe and inclusive digital environment for Indonesian users. By prioritising security measures and incorporating accessibility features, Android fosters trust and empowers a wider range of individuals to fully participate in the digital economy.

Supporting those with accessibility requirements

1 in 5

Android users regularly use voice, audio, or mobility tools such as speech-to-text, text-to-speech and Switch Access functionality. This ensures hearing and visually impaired users, as well as those with limited mobility, can access the digital world.

Protecting people from scams

80%

of Android users are confident in the anti-malware protection of their Android device, helping them feel more secure from bad actors.

Facilitating AI adoption

81%

of Android users first started using AI through an app on their Android device, supporting Indonesians to adopt new technologies and benefit from associated productivity gains, which contributes to technological inclusivity.

Powering innovation: The global reach of Indonesia's developer and app economy.

With access to cutting-edge tools, training resources, and monetisation options such as subscription and advertising models, developers can build world-class apps and grow sustainable businesses with Google Play that resonate far beyond their borders.

Helping developers go global

56%

In 2024, half (56%) of Indonesian developers enjoy a global audience for their products, and 54,000 developer jobs were enabled through Google Play.

Connecting developers to users around the world

1 billion

total app downloads from the Play Store for Indonesian developers, with 830 million from domestic users and 150 million from overseas users.

Supporting the digital economy

IDR 600 trillion

In 2024, the Play & Android ecosystem generated IDR 600 trillion (USD 37 billion) in revenue for app publishers and the wider economy in Indonesia.

Driving economic impact: Google Play and Android's contribution to Indonesia.

The app ecosystem powered by Google Play and Android is also a key engine of growth for Indonesia's economy. Indonesian businesses have expanded beyond national borders as a result of the app ecosystem, further reinforcing the transformative potential of the app economy in driving sustainable growth for Indonesia.

Supporting job creation in the app ecosystem

+200,000

direct, indirect, & spillover jobs

were created by the app ecosystem Google Play has enabled in Indonesia in 2024. Spillover jobs also included jobs in manufacturing, with 46,000 OEM manufacturing jobs created locally with the growth in demand for mobile phones.

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Reducing operating costs

IDR 41 trillion

saved by Android device makers in 2024 in development and operating costs due to the open source nature of Android's offer.

