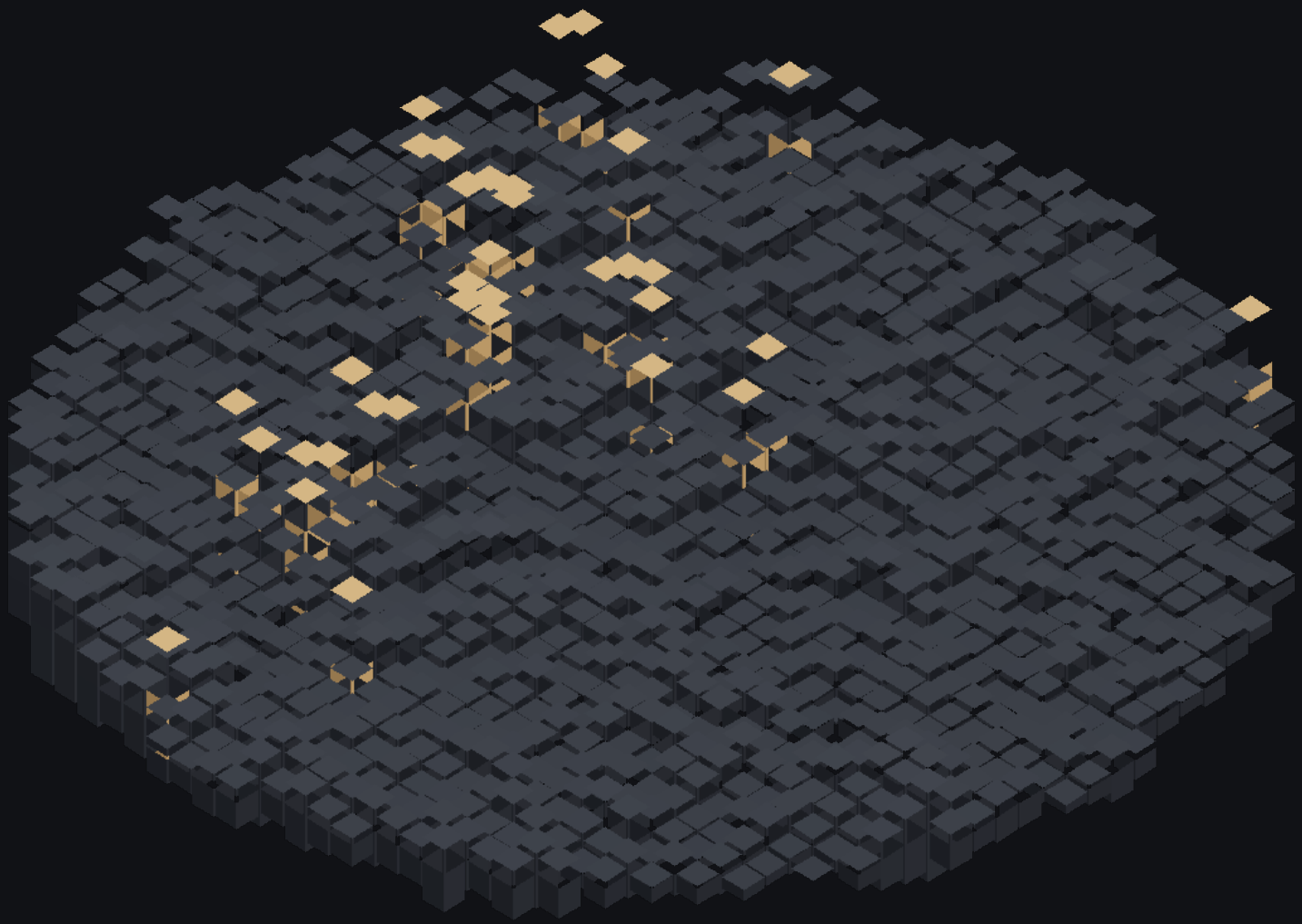
COMMERCIAL INTELLIGENCE ID JAK

Jakarta
Offline Trade Intelligence

235,242 measured places within 30 km (35,083 inside 5 km) | 32.8% website coverage, 5.7% chain share, 67.2% digital gap



CITY DOSSIER ID

Jakarta offline trade intelligence

We counted 235,242 places within 30 km of the centre of Jakarta, and 35,083 inside 5 km. 32.8% keep a website a customer can open, 5.7% trade under a chain name, so 67.2% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

235,242
places counted, 30 km ring

32.8%
keep a website a customer can open (158,040 do not)

5.7%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 235,242

Segment	Places	Share	With a website	Gap
Food and beverage	73,873	31.4%	20.8%	79.2%
Retail	46,041	19.6%	36.3%	63.7%
Professional services	20,276	8.6%	53.3%	46.7%
Other	15,548	6.6%	32.0%	68.0%
Hospitality and events	14,301	6.1%	30.4%	69.6%
Automotive	11,008	4.7%	30.6%	69.4%
Beauty and wellness	10,694	4.5%	30.1%	69.9%

WHAT THE COUNTS SAY

01 **The gap sits in food and beverage.**
73,873 places, 31.4% of the ring, and only 20.8% keep a website. The city average is 32.8%, so this segment is 12.0 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 91.2 of 100, rank 6 of 58 measured cities, radiance +16.7% since 2019, outer ring 34.6%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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