

2015 will be remembered as the year that App-based “Ojek” (motorcycle taxi) services took off in Jakarta. Spearheaded by local startup Go-Jek, this novel service has disrupted the transportation landscape in Jakarta, giving Jakartans a convenient option to brave the city’s notorious traffic. Innovative “valet” services such as courier, food delivery and shopping added a new dimension of versatility to these motorcycle taxis.

Go-Jek is so successful that it was the target of a strong negative backlash from ‘traditional’ Ojeks, who have seen their source of livelihood literally swiped from them on smartphone screens everywhere. Even Malaysia-based GrabTaxi decided to enter the fray with its GrabBike brand to compete in this hot new market.

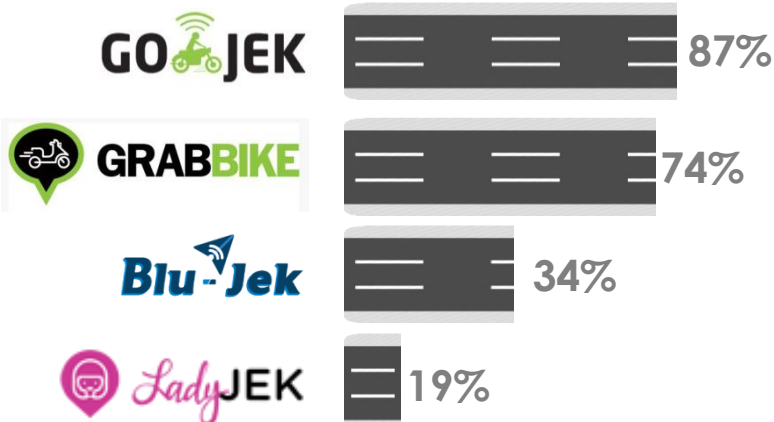
As we kick off 2016, let’s take a look at how Jakartans are using App-based Ojek services.

Half of smartphone users in Jakarta are users of App-based Ojek services, having at least one such app installed on their smartphones.



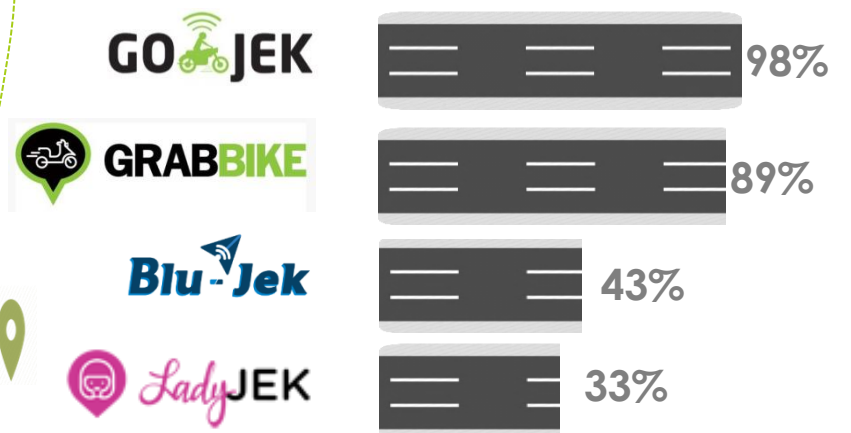
Almost everyone have heard of Go-Jek & GrabBike, even non App-based Ojek users

Have heard of...

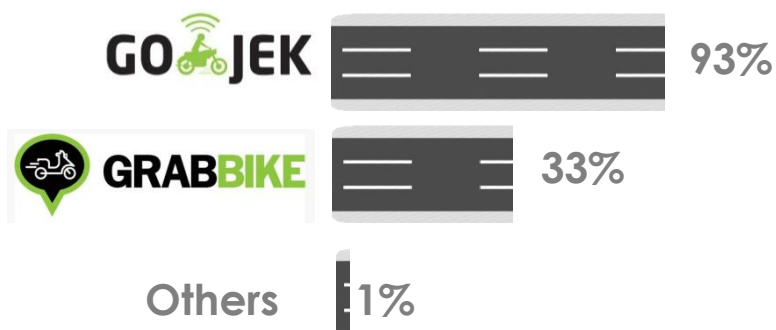


App-based Ojek users have more knowledge of smaller brands

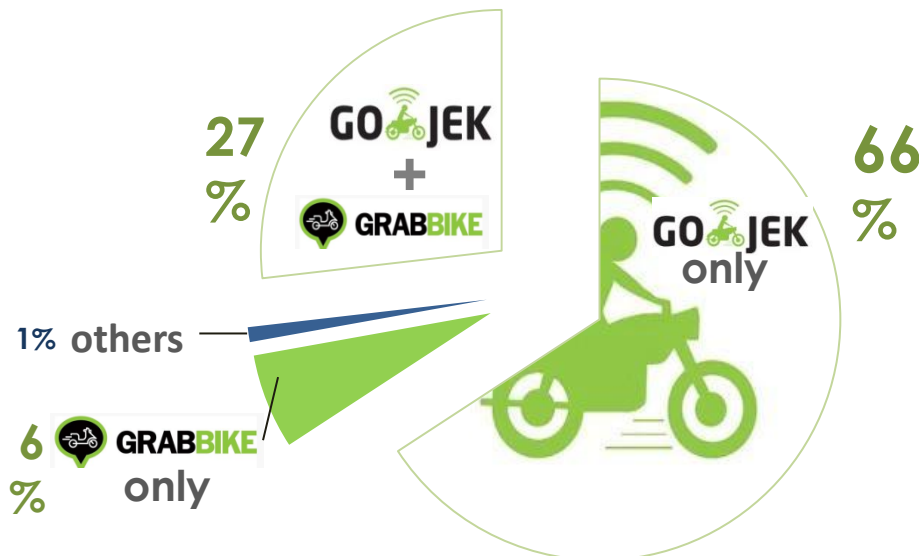
Have heard of...



Almost everyone in the App-based Ojek market have used Go-Jek, a third have used GrabBike – usage of other brands is rare



Two-thirds of the market is owned by Go-Jek exclusively – the majority of GrabBike users also use Go-Jek



The market is a two-horse race between Go-Jek and GrabBike. Go-Jek is in a dominant position currently. Other players have not made a dent.

App-based Ojek users use the service roughly 6-7 times a month – usage is relatively regular



Personal transportation is the primary use of App-based Ojek. Go-Jek's innovative courier & delivery services are being utilised by about a third of the market.

Interestingly, although GrabBike does not officially offer courier & delivery services, a few GrabBike users claim to have used them.

