

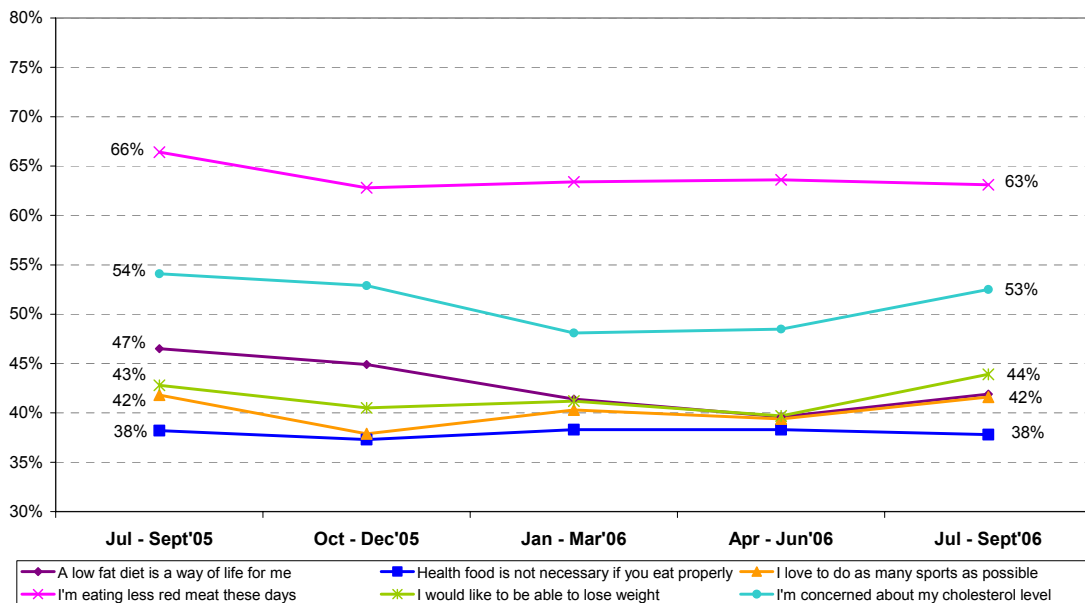
## An Apple A Day Just Isn't Good Enough

Eat. Drink. Play. Rest. That isn't exactly an Indonesian Health and Fitness mantra because only one in five Indonesians 'love to do as many sports as possible' or 'like tough physical activity'. 44 per cent of men and 56 per cent of women haven't played any games at all in the last three months, but 30 per cent of the population engage in some form of exercise either regularly or occasionally. On the other hand, almost 45 per cent of the population would like to lose weight, a nationwide desire influenced by a majority of women. While half the country is 'constantly watching my weight', it's a concern that affects 46 per cent of men and 55 per cent of women.

These are some of the health-related insights from Roy Morgan Single Source, the country's largest syndicated survey with over 25,000 respondents each year representing over 90 per cent of the population above the age of 14, both urban and rural, including the Top 20 cities.

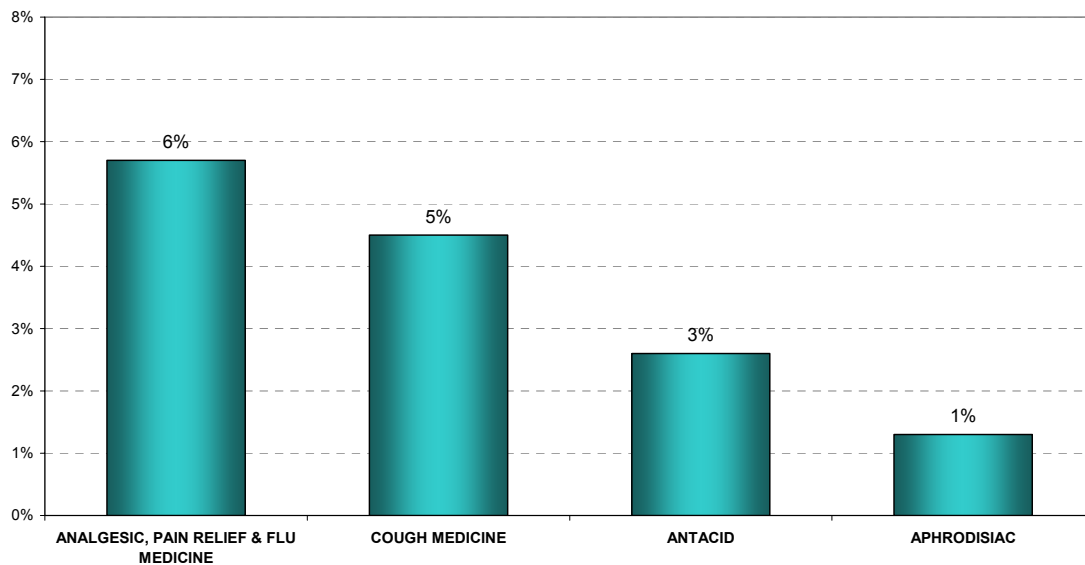
Over 40 per cent of people are calorie-conscious, a number influenced again by the fairer sex in urban Indonesia. One in three people believe that 'health food isn't necessary if you eat properly' but almost two out three are eating less red meat nowadays. That's not just because beef isn't as affordable as it was for sections of our society today, but also because half the people are worrying about their cholesterol levels across the country. The pleasant surprises are the high levels of desire for calcium in the daily diet (71%) as well as the effort people make to buy food that is additive-free (70%). Isn't it good to know too that a low-fat diet is a way of life for over 40 per cent of Indonesians? That would be a welcome reality in countries like the United States and Australia where one in three people are classified 'obese'.

### ATTITUDES TO HEALTH



Almost three out of four Indonesians are satisfied with the quality of services provided by primary health clinics around the country so healthcare isn't exactly a political issue. Dengue followed by Cancer, are the most feared diseases worrying more than 60 per cent of the population. But judging by the frequency of purchase for most types of OTC (over-the-counter) drugs available, most Indonesians across the country are leading trouble-free, healthy lives everyday. Ranging from 6 per cent of the population who bought a headache pill last month to 5 per cent who bought a cough medicine, only three per cent bought an antacid or the perhaps inappropriately named 'aphrodisiac' category of medicines like Pilkita. In contrast, one in three people have had a vitamin in the last six months.

### OTC Medicines



Of the top-selling analgesics and flu remedies bought in the last four weeks, Paramex and Bodrex dominate with a 20 and 19 per cent share of customers, respectively. Komix is the most popular cough medicine with 24 per cent of the population, followed by Konidin at 12 per cent. The global favourite Vicks finds itself restricted to just 6 per cent of homes around the country. The rumbling stomach is soothed by antacids like the local leader Promag (20%) and the internationally popular Mylanta (3%), more than any other brands. The vitamin market is led by Hemaviton with 10 per cent of all users in the last six months but this category has a larger number of players sharing the spoils. Brands like Vitacimin and Xon-Ce, CDR and Redoxon are popular too.

In comparison, Herbal medicines or *Jamu* aren't as popular today as they once may have been. Only 5 per cent have bought any in the last six months. At the other end, only one per cent bought anything at all from an apotik in the last four weeks. Relative to its affluent neighbours down under, Indonesia has lower levels of purchase and usage of OTC drugs. Let's hope that economic progress and the urge to self-medicate don't go hand in hand.



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