

PREVIEW

IndSight Dataverse

*Industri Ponsel Pintar
H2 2025 - H1 2026*

Memenangkan Persaingan Merebut
Perhatian Konsumen Smartphone:
Data, Inovasi, dan Realitas Konsumen

Sumber *Memenangkan Persaingan Merebut Perhatian
Konsumen Smartphone*
Periode Jul 2025 - Jun 2026 · NoLimit Indonesia / IndSight

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What's Everyone Talking About in Smartphones?

The digital space is where consumers evaluate, compare, and check smartphone claims in real-time.



Adoption of AI cameras in smartphone users' daily routines has reached

71%

Which AI features are driving this change in behavior during 2025–2026?

Consumers Now Research Longer Before Buying

Shorter phases, deeper research, more brands compared

Discovery Phase

48% → 39%

▼ Consumers Now Skip This Stage Faster

Fase Comparison

15% → 22%

▲ Lebih banyak bandingkan merek & fitur AI

Preview: The complete shift for each phase—from Discovery, Research & Review, Comparison, to Purchase Intent—is available in the full report.

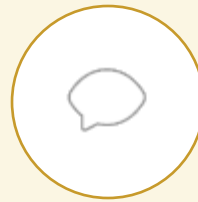
Every Consumer Adopts AI Differently

Practical Users dominate, focusing on how fast AI handles daily needs



39% Practical User

Want instant, easy-to-use AI that saves time right away



28% Passive User

Use AI features casually, without exploring them further



18% AI Enthusiast

Actively try every new AI feature and share it with others

Preview: Detailed profiles, needs, and activation strategies are available in the full report.

Gen Z Dominates, but Every Generation Has Its Own Taste

Gen Z (45%) dominates smartphone market conversations, far above other generations.

Audience	Share	Dominant Brand Interest	Main Focus
Gen Z	45%	Apple, Samsung, Xiaomi	Camera, AI, Life Style
Milenial			
Gen Alpha & Gen X			



Find Out in the Report!

Segmentation for Gen Alpha, Millennials, and Gen X, including purchase triggers & expectations, is available in the full report.

Building a Product Launch Strategy Blueprint

Phase	Main Objective	Most Effective Creator	Dominant Activity	Main Narrative Focus
Pre-Launch	Build product expectations & credibility	Tech Media (24%), Tech Reviewer (22%)	Media preview, creator hands-on, teaser campaign	Specs rumors, AI & Camera demos
Main Launch				
Post-Launch				



Find Out in the Report!



UNLOCK THE FULL INSIGHT

<https://dataverse.indisight.id>



So, How Do Brands Win the Competition?

Data Shows:

Highest specs are no longer enough. Brands must prove real-world AI benefits, choose the right creators at every phase, and accompany consumers throughout their increasingly long buying journey.

Inside the full report, you will find:

- ✓ Conversation maps & AI adoption trends throughout 2025–2026
- ✓ Generation, occupation, and AI user persona segmentation
- ✓ The right creator roles at each product launch phase
- ✓ Offline & online activity analysis, complete with audience responses
- ✓ 4-pillar strategy playbook & 0–12 month execution roadmap