

## **Alcoholic Drinks in Indonesia**

Market Direction | 2022-07-07 | 77 pages | Euromonitor

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### **Report description:**

Sales of alcoholic drinks in Indonesia were severely impacted by the COVID-19 pandemic during 2020, with off-trade and on-trade volume sales plummeting. The Indonesian government's movement restrictions, most notably under the auspices of the PSBB social control measures, and the subsequent shutdown of the entire hospitality industry for an extended period placed strong limits on on-trade sales. In addition to the requirement for all bars, pubs, nightclubs, restaurants and cafes to remain closed...

Euromonitor International's Alcoholic Drinks in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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E-commerce set for further development with consumers attracted by lower prices and a wider offer

## CATEGORY BACKGROUND

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