

Spirits in Indonesia

Market Direction | 2022-07-07 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

With the government continuing to use movement restrictions in 2021 to control the spread of COVID-19, home consumption of spirits continued to grow in popularity as consumers looked for ways to entertain themselves while stuck at home. Aside from the restrictions, consumers also found it more affordable to drink spirits at home as off-trade prices of spirits are generally more affordable as compared to the on-trade with bars and restaurants usually applying a high mark up. In addition, consumer...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Spirits in Indonesia
Euromonitor International
July 2022

List Of Contents And Tables

SPIRITS IN INDONESIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Off-trade performance picks up as consumers embrace mixology and home drinking

Despite the ongoing use of restrictions on-trade sales start to recover in 2021

Gordon's taps into developing trends in Indonesia

PROSPECTS AND OPPORTUNITIES

Shochu/soju attracting interest from local players as demand rises

Price discounting expected to be key to promoting sales of spirits with the off-trade set to take a leading role

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

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2021

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

ALCOHOLIC DRINKS IN INDONESIA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2015-2021

Taxation and Duty Levies

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spirits in Indonesia

Market Direction | 2022-07-07 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-07"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com