

## Spirits in Indonesia

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

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### 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.

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##### 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

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

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