

## **Wine in Indonesia**

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

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### **Report description:**

Perindustrian Bapak Djenggot PT remains the dominant player in wine in Indonesia Pandemic with its Orang Tua range which includes Anggur Kolesom, Anggur Merah, Arak Obat and Anggur Buah, among others, returning to growth in total volume terms in 2021. The company has taken full advantage of digital marketing and social media to rebrand its product range and drive sales in Indonesia. For example, the company was one of the first to use social media to promote exclusive events to its followers. In...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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Euromonitor International  
July 2022

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Sweet wine gains in popularity due to increased focus on domestic consumption

Polarisation witnessed during the pandemic while e-commerce continues to grow in a legal grey area

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