

Coffee in Indonesia

Market Direction | 2022-11-30 | 22 pages | Euromonitor

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Report description:

The trend towards ordering coffee for home delivery through motorbike couriers, from platforms such as Gojek, Grab, and Shopee Food, became even more prevalent in 2022. Modern coffee outlets, such as Kopi Kenangan and Kopi Janji Jiwa, continued to offer attractive promotions on such orders, with the pandemic having encouraged an increasing number of small and medium businesses to list their products on e-commerce. Along with some easing of restrictions on the operations of foodservice outlets, S...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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Food delivery boosts on-trade sales of coffee in Indonesia

New product launches stimulate demand

Low levels of consumer purchasing power impact retail sales of coffee, but traditional grocery retailers continue to grow share

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Fresh coffee will lead growth

Instant coffee will continue to expand, as producers continue to target young consumers

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