

## **Cafes/Bars in Indonesia**

Market Direction | 2024-02-15 | 31 pages | Euromonitor

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### **Report description:**

Cafes/bars saw another year of buoyant growth in current value terms in 2023, with independent outlets leading the way. This was consistent with the developing coffee drinking culture in the country, as consumers sought out visually appealing venues for hanging out with their friends, rather than simply for takeaway purchases. For instance, the Kopi Daong Bogor cafe, which is located in the middle of a pine forest in Pancanwati and boasted beautiful views, was extremely busy with visitors. Other...

Euromonitor International's Cafes/Bars in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Cafes/Bars in Indonesia  
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List Of Contents And Tables

**CAFES/BARS IN INDONESIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Another year of positive growth, consistent with rising coffee-drinking culture, although value sales remained below pre-pandemic levels

Chained players drive outlet expansion

WhatsApp messaging services offer unique discounts, while limited-edition items also serve to attract consumer interest

**PROSPECTS AND OPPORTUNITIES**

Buoyant performance expected, with specialist coffee venues leading the way

Innovative beverage variants will drive growth

Higher sales contribution from stand-alone locations

**CATEGORY DATA**

Table 1 Cafes/Bars by Category: Units/Outlets 2018-2023

Table 2 Sales in Cafes/Bars by Category: Number of Transactions 2018-2023

Table 3 Sales in Cafes/Bars by Category: Foodservice Value 2018-2023

Table 4 Cafes/Bars by Category: % Units/Outlets Growth 2018-2023

Table 5 Sales in Cafes/Bars by Category: % Transaction Growth 2018-2023

Table 6 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2018-2023

Table 7 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2019-2023

Table 8 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2020-2023

Table 9 Forecast Cafes/Bars by Category: Units/Outlets 2023-2028

Table 10 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2023-2028

Table 11 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2023-2028

Table 12 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2023-2028

Table 13 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2023-2028

Table 14 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2023-2028

**CONSUMER FOODSERVICE IN INDONESIA**

**EXECUTIVE SUMMARY**

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

**MARKET DATA**

Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

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Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023  
Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 22 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023  
Table 23 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 24 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 25 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 26 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 27 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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