

Beer in Indonesia

Market Direction | 2024-07-15 | 33 pages | Euromonitor

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Report description:

Indonesia's beer category witnessed a much slower pace of volume growth in 2023, following two consecutive years of strong double-digit growth. This positive trend aligns with the increasing consumer acceptance of alcohol and greater market tolerance towards alcoholic drinks, notably in larger cities such as Greater Jakarta, Surabaya, Medan and so on. Younger consumers of legal drinking age and female consumers are starting to enjoy alcoholic drinks and engage in more frequent consumption.

Euromonitor International's Beer 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN INDONESIA

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Beer faces slower pace of volume growth

Low and non-alcoholic beers gain appeal

Multi Bintang Indonesia Tbk PT leads in beer

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Strong preference for lager to continue in Indonesia

Optimism prevails despite some limitations

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MARKET BACKGROUND

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Legislation

Legal purchasing age and legal drinking age (No changes)

Drink driving

Advertising (No changes)

Smoking ban (No Changes)

Opening hours (No Changes)

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