

Alcoholic Drinks Packaging in Indonesia

Market Direction | 2024-09-23 | 9 pages | Euromonitor

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Report description:

Total alcoholic drinks packaging retail volumes continued to rise in Indonesia in 2023. There has been a noticeable continued shift towards at-home drinking, which started during the pandemic, but continued to be driven by the uncertain economic conditions in the country, with consumers perceiving at-home consumption as being more economical. Beer continued to account for the overwhelming majority of total packaging retail volumes in Indonesia in 2023, at nearly 90%.

Euromonitor International's Alcoholic Drinks Packaging in Indonesia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks Packaging 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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ALCOHOLIC DRINKS PACKAGING IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smaller metal beverage cans become more popular in beer, owing to cost-effectiveness and portability

Stout and spirits preferred in glass bottles for quality, sharing, and premiumisation

700ml size dominates brandy and cognac in Indonesia due to premium positioning and cost efficiency

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to grow, owing to concerns over sustainability

Cost efficiency will drive demand for larger glass bottles in lager

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