

# Retail in Indonesia

March 2024

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Increasing urbanisation, convenience, and wide selection of products contribute to growth

Halal certification for convenience stores benefits retailers and gains consumers' trust

Alfamart usurps Indomaret to become leading player

### PROSPECTS AND OPPORTUNITIES

Convenience retailers forecast to thrive due to compatibility with evolving trends

Expansion into other high-potential cities a strategy to increase sales

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Continued closures of Transmart outlets due to channel shifts and uncompetitive pricing

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets to face challenges over the forecast period due to unfavourable channel shifts  
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Warung digitalisation to help small local grocers develop a more competitive edge  
Tangerang City launches Warung Qta, a digitalised format of warung

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Comprehensive retail concept and product selections important in driving sales

Matahari Department Store retains lead, while Miniso's share grows

### PROSPECTS AND OPPORTUNITIES

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