

# Coffee in Indonesia

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Off-trade coffee volumes rebound to pre-pandemic levels  
Santos Jaya Abadi PT makes extensive use of promotions to attract customers  
Fresh coffee beans lead growth in foodservice

### PROSPECTS AND OPPORTUNITIES

Foodservice will lead volume growth, thanks a developing coffee drinking culture  
Small local grocers will remain key distribution outlets for price sensitive consumers  
Instant coffee will lead volume growth, as innovations target young, health conscious consumers

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