

# Beer in Indonesia

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Multi Bintang Indonesia PT Tbk continues to lead the market

In-home consumption boosts sales through the off-trade channel

Increase in popularity amongst younger consumers of legal drinking age and female consumers supports the performance of low alcohol beer and flavoured lager

### PROSPECTS AND OPPORTUNITIES

Online sales expected to gain more popularity amongst Indonesian consumers

Expect locally produced products to enter the market

Economic uncertainty may impede the development of the beer market

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