Beer in Indonesia

June 2023

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Beer in Indonesia - Category analysis

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
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DISCLAIMER

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