

# Alcoholic Drinks Packaging in Indonesia

September 2023

Table of Contents

## Alcoholic Drinks Packaging in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Alcoholic drinks packaging unit volumes see growth as COVID-19 restrictions are lifted

Bintang packaging carries a “Best Served with Friends” label

Spirits seeing dynamic growth in the Indonesian market

#### PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to become as popular as glass bottles

Large pack sizes are expected to see stronger growth

## Alcoholic Drinks Packaging in Indonesia - Company Profiles

## Packaging Industry in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable

Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective

Alcoholic drinks brands are incorporating slogans in their packaging

Increased demand for deodorants leads to rise in usage of metal aerosol cans

Biodegradable plastic packaging is gaining traction in the home care industry

### PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

### RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-indonesia/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-indonesia/report).