



# Traditional Grocery Retailers in Indonesia

February 2022

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## Traditional Grocery Retailers in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Reined in spending from the lower to middle income segment greatly affects traditional grocery retailers

Nationwide outlet closures force business owners to seek alternatives

Bakery specialist grocers face the steepest drop

#### PROSPECTS AND OPPORTUNITIES

A long road to restore the confidence of the lower income segment

Outlets offering fresh products will likely attract patrons more quickly than packaged food warungs

Lack of innovation will stall growth of traditional grocery retailers

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Changes in opening hours of shopping centres affect grocery retailers in particular

Continued shift to online platforms

What next for retailing?

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Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Eid al-Fitr/Lebaran

School holidays

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