



# Street Stalls/Kiosks in Indonesia

March 2026

Table of Contents

## Street Stalls/Kiosks in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Momentum slows as price rises outpace outlet growth

#### INDUSTRY PERFORMANCE

Values sales see further though slowed growth in 2025

Format rotation reshapes the competitive set as some concepts lose relevance

Pricing pressure intensifies, while fulfilment remains takeaway-led

#### WHAT'S NEXT?

Value growth set to strengthen as low-income recovery reshapes meal budgeting

Takeaway to stay ahead, while delivery will remain platform-led and distance-sensitive

Product innovation shifts towards flavour mashups and snackable hot items

#### COMPETITIVE LANDSCAPE

Scale and sharp deals keep Zhisheng in front

Ai-CHA stands out through novelty and social-first execution

Independents retain the edge on density and variety

#### CATEGORY DATA

Table 1 - Street Stalls/Kiosks: Units/Outlets 2020-2025

Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2020-2025

Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2020-2025

Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2020-2025

Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2022-2025

Table 9 - Forecast Street Stalls/Kiosks: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2025-2030

Table 12 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2025-2030

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## Consumer Foodservice in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Discounting eases the squeeze though 2026 will remain fragile

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inflation and cost pressure reshape pricing strategy

Drive-through accelerates, with eat-in leading fulfilment

Loyalty becomes more digital amid uneven adoption

#### WHAT'S NEXT?

Further growth projected but 2026 will stay discount-led

Trends shift towards modernised nostalgia, health cues and operational new formats

Sustainability moves from packaging to ingredient provenance

## COMPETITIVE LANDSCAPE

Global brands stabilise, while local chains scale aggressively

Ai-CHA rises through menu novelty, pricing and social reach

Chagee entry signals intensifying competition in branded tea

## CHANNELS

Chains outgrow independents as networks expand and spending consolidates

Independents hold ground in street stalls/kiosks through low barriers and dense presence

## MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/street-stalls-kiosks-in-indonesia/report](http://www.euromonitor.com/street-stalls-kiosks-in-indonesia/report).