



Euromonitor
International

Spirits in Indonesia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban drinking culture and tourism fuel growth in spirits

Diageo Plc continues to lead spirits, but sees a share decline as smaller players are dynamic

Specialist outlets continue to lead thanks to a wide variety and convenience

PROSPECTS AND OPPORTUNITIES

Spirits expected to see stable growth through intensive brand engagement

Local innovation expected to drive greater consumer interest in spirits

Global brands likely to continue to lead sustainability efforts in spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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