



Euromonitor
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Cider/Perry in Indonesia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry struggles with waning consumer interest from a low base
Indosarnia PT maintains its dominance in a challenged category
Food/drink/tobacco specialists is the key distribution channel for cider/perry

PROSPECTS AND OPPORTUNITIES

Cider/perry will continue face challenges in the forecast period, with increased competition from RTDs and flavoured beers
Lifestyle positioning and targeted engagement
Flavour innovation and expansion of consumption occasions will be important

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Alcoholic Drinks in Indonesia - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

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