



Euromonitor  
International

# Rtds in Indonesia

August 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth amidst limited innovation, with spirit-based RTDs dominant  
Diageo Plc maintains its leading position, although the competition from smaller brands rises  
Modern grocery retailers continue to dominate the distribution of RTDs

PROSPECTS AND OPPORTUNITIES

Steady growth expected in RTDs, with digital engagement and flavour variety key to sustaining consumer interest  
Smirnoff Ice refreshes its packaging to boost Gen Z appeal and shelf impact  
RTDs could benefit from a presence at festivals and low alcohol appeal to drive relevance

CATEGORY DATA

- Table 1 - Sales of RTDs by Category: Total Volume 2019-2024
- Table 2 - Sales of RTDs by Category: Total Value 2019-2024
- Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
- Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
- Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029
- Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
- Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- 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

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 22 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 23 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 24 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 26 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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/rtds-in-indonesia/report](http://www.euromonitor.com/rtds-in-indonesia/report).