



Euromonitor
International

Health and Beauty Specialists in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth despite competition from online
Pharmacies sees growth driven by rising outlet numbers and rising awareness of healthier lifestyles
K-24 provides strong competition for the leader

PROSPECTS AND OPPORTUNITIES

Further growth ahead
Pharmacies players need to increase service levels to maintain consumer loyalty
Optical goods stores to see growth despite facing stiffer competition from retail e-commerce

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Retail in Indonesia - Industry Overview

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Retail in 2024: Resilient growth amidst a challenging operating environment
Outlet numbers stagnate in Indonesian retail
Different strategies offered by grocery retailers and non-grocery retailers
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Eid al-Fitr/Lebaran
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