



Euromonitor
International

General Merchandise Stores in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores facing challenges
Concept innovation by leading players in variety stores
Matahari Department Store retains lead, while Miniso’s share grows

PROSPECTS AND OPPORTUNITIES

Outlets with innovative in-store experience stand best chance of success
Variety stores to increase offering of products that suit the lifestyles of young people
Filling the gap by providing what retail e-commerce cannot offer

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Retail in Indonesia - Industry Overview

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Outlet numbers stagnate in Indonesian retail
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