



Wine in Indonesia

July 2024

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2023 DEVELOPMENTS

Dynamic growth continues in wine category

Fruit and herbal wines lead the way

Orang Tua dominates in wine

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E-commerce bolsters wine sales

Local producers expected to improve position

Cultural shifts and thriving tourism economy to underpin wine development

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Alcoholic Drinks in Indonesia - Industry Overview

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2023 key trends

Competitive landscape

Retailing developments

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

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Legislation
Legal purchasing age and legal drinking age (No changes)
Drink driving
Advertising (No changes)
Smoking ban (No Changes)
Opening hours (No Changes)
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