



Spirits in Indonesia

June 2023

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Spirits in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

More product variation supports the growth of shochu/soju in Indonesia

On-trade performance recovery boosted by easing of pandemic restrictions, while online sales and social media content support off-trade performance

Gordon's continues to grow strongly

PROSPECTS AND OPPORTUNITIES

Increased promotion to attract more consumers

Shochu/soju is expected to continue its excellent performance

Local products gaining in popularity

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