

# Cafés/Bars in Indonesia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Another year of positive growth, consistent with rising coffee-drinking culture, although value sales remained below pre-pandemic levels

Chained players drive outlet expansion

WhatsApp messaging services offer unique discounts, while limited-edition items also serve to attract consumer interest

### PROSPECTS AND OPPORTUNITIES

Buoyant performance expected, with specialist coffee venues leading the way

Innovative beverage variants will drive growth

Higher sales contribution from stand-alone locations

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