

Cider/Perry in Indonesia

July 2024

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Cider/Perry in Indonesia - Category analysis

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2023 DEVELOPMENTS

Subtle uptick in cider/perry volumes

Cider/perry is held back by limited innovation

Albens continues to dominate cider/perry

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Opportunity to unlock cider/perry's potential

Fruitful choice among health-conscious consumers

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age (No changes)

Drink driving

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