

# Fine Wines/Champagne and Spirits in Indonesia

October 2023

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## Fine Wines/Champagne and Spirits in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines is the largest category in fine wines/champagne and spirits in value sales in 2023

Fine wines/champagne and spirits is led by LVMH Moët Hennessy Louis Vuitton SA in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits increase in constant 2023 terms over the forecast period, though domestic demand is hampered by government liberalisation reversal plans

Luxury spirits is the most dynamic category over the forecast period

In spite of increased regulation, retail e-commerce is now a well-established distribution channel

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