



Convenience Retailers in Indonesia

March 2024

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Convenience Retailers in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing urbanisation, convenience, and wide selection of products contribute to growth

Halal certification for convenience stores benefits retailers and gains consumers' trust

Alfamart usurps Indomaret to become leading player

PROSPECTS AND OPPORTUNITIES

Convenience retailers forecast to thrive due to compatibility with evolving trends

Expansion into other high-potential cities a strategy to increase sales

Indomaret strengthened its positioning through expansion and development in both offline and online platforms

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Warung digitalisation an important element of digital transformation in local retail

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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School holidays

Harbolnas (national online shopping day)

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