

# Small Local Grocers in Indonesia

March 2024

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## Small Local Grocers in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Government support is the most prominent and effective aid for small local grocers

Warung digitalisation to help small local grocers develop a more competitive edge

Tangerang City launches Warung Qta, a digitalised format of warung

#### PROSPECTS AND OPPORTUNITIES

Small local grocers a beneficiary of support from the government and digital platforms

Bukalapak continues to expand its warung digitalisation reach through its Mitra Bukalapak programme

Warung Madura - a niche within small local grocers that can be as competitive as convenience stores

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Retail in 2023: The big picture

Retailer collaborations reap benefits and drive sales growth

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

Eid al-Fitr/Lebaran

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