



# Retail in Indonesia

March 2024

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## DISCLAIMER

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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  
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Collaboration with other parties amongst operational strategies of market players  
Continued closures of Transmart outlets due to channel shifts and uncompetitive pricing

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets to face challenges over the forecast period due to unfavourable channel shifts  
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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  
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Players increasingly combine physical and digital channels in response to pandemic driven shifts in purchasing behaviour

Comprehensive retail concept and product selections important in driving sales

Matahari Department Store retains lead, while Miniso's share grows

### PROSPECTS AND OPPORTUNITIES

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First premium factory outlet opens in Indonesia

Mitra Adi Perkasa retains its leading position

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Ongoing health and wellness trend to boost demand

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