



Euromonitor  
International

# Retail in Indonesia

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## EXECUTIVE SUMMARY

Retail in 2024: Resilient growth amidst a challenging operating environment

Outlet numbers stagnate in Indonesian retail

Different strategies offered by grocery retailers and non-grocery retailers

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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Another year of positive outlet growth, but at a slower rate than 2023

Persistent discounts a key factor driving sales for convenience retailers

Alfamart extends lead

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