



Euromonitor
International

Wine in Indonesia

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2023 DEVELOPMENTS

Dynamic growth continues in wine category

Fruit and herbal wines lead the way

Orang Tua dominates in wine

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E-commerce bolsters wine sales

Local producers expected to improve position

Cultural shifts and thriving tourism economy to underpin wine development

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Alcoholic Drinks in Indonesia - Industry Overview

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Competitive landscape

Retailing developments

On-trade vs off-trade split
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Legislation
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Drink driving
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