



Euromonitor
International

Spirits in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Social drinking picks up in parallel with at-home consumption
Speciality spirits gain stronger foothold
Diageo Plc leads with diverse portfolio

PROSPECTS AND OPPORTUNITIES

Spirits to be lifted by urban consumers and Gen Z
Local specialist products gaining in popularity
Election causes some uncertainty

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Indonesia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age (No changes)

Drink driving

Advertising (No changes)

Smoking ban (No Changes)

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On-trade establishments

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