



Cafés/Bars in Indonesia

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant value sales for specialist coffee and tea shops in 2024
Strong outlet growth for Tomoro Coffee but challenges remain to differentiate offer
Increasing reliance on promotions and diversification to drive transactions

PROSPECTS AND OPPORTUNITIES

Moderate value growth over forecast period due to operational cost challenges
Sustained popularity of eat-in, while smaller outlets will increase local presence
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