



Cider/Perry in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Subtle uptick in cider/perry volumes
Cider/perry is held back by limited innovation
Albens continues to dominate cider/perry

PROSPECTS AND OPPORTUNITIES

Opportunity to unlock cider/perry's potential
Fruitful choice among health-conscious consumers
Growing appeal among Indonesia's youth and urban markets

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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?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age (No changes)
Drink driving
Advertising (No changes)
Smoking ban (No Changes)
Opening hours (No Changes)
On-trade establishments
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