



Euromonitor
International

Convenience Retailers in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Outlook for convenience retailers remains cautiously optimistic
Outlet expansion still a priority for convenience retailers
Product discounts to drive sales performance in forecast period

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Retail in Indonesia - Industry Overview

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?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Eid al-Fitr/Lebaran
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Summary 2 - Research Sources

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