



Euromonitor  
International

# General Merchandise Stores in Indonesia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores facing challenges  
Concept innovation by leading players in variety stores  
Matahari Department Store retains lead, while Miniso’s share grows

PROSPECTS AND OPPORTUNITIES

Outlets with innovative in-store experience stand best chance of success  
Variety stores to increase offering of products that suit the lifestyles of young people  
Filling the gap by providing what retail e-commerce cannot offer

CHANNEL DATA

- Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 - Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 5 - General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
- Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

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  
School holidays  
Harbolnas (national online shopping day)  
Christmas

MARKET DATA

- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024  
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024  
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024  
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024  
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 32 - Retail GBO Company Shares: % Value 2020-2024  
Table 33 - Retail GBN Brand Shares: % Value 2021-2024  
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024  
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024  
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024  
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024  
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024  
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029  
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029  
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029  
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029  
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029  
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029  
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029  
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029  
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029  
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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