



General Merchandise Stores in Indonesia

March 2024

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General Merchandise Stores in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players increasingly combine physical and digital channels in response to pandemic driven shifts in purchasing behaviour

Comprehensive retail concept and product selections important in driving sales

Matahari Department Store retains lead, while Miniso's share grows

PROSPECTS AND OPPORTUNITIES

General merchandise stores forecast to see growth driven by store format innovation and expansion of variety stores

Department store players put efforts into maximising omnichannel strategies

Special events with promotions and discounts represent a strategy for players to drive sales

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