



# Retail in Indonesia

March 2024

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## Convenience Retailers in Indonesia

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Increasing urbanisation, convenience, and wide selection of products contribute to growth  
Halal certification for convenience stores benefits retailers and gains consumers' trust  
Alfamart usurps Indomaret to become leading player

### PROSPECTS AND OPPORTUNITIES

Convenience retailers forecast to thrive due to compatibility with evolving trends  
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Hypermarkets struggle for a variety of reasons  
Collaboration with other parties amongst operational strategies of market players  
Continued closures of Transmart outlets due to channel shifts and uncompetitive pricing

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets to face challenges over the forecast period due to unfavourable channel shifts  
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Warung digitalisation to help small local grocers develop a more competitive edge  
Tangerang City launches Warung Qta, a digitalised format of warung

#### PROSPECTS AND OPPORTUNITIES

Small local grocers a beneficiary of support from the government and digital platforms  
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Comprehensive retail concept and product selections important in driving sales

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

### PROSPECTS AND OPPORTUNITIES

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First premium factory outlet opens in Indonesia

Mitra Adi Perkasa retains its leading position

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- Indonesia Design District comprising home products specialists stores launched in PIK 2 area
- Ace Hardware stays out in front

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Advertising and themed events help to drive sales of health and beauty specialists

Kimia Farma Apotek retains the lead, while health and beauty specialists benefit from long term trend for beauty and skin care

#### PROSPECTS AND OPPORTUNITIES

Ongoing health and wellness trend to boost demand

Aeon Store diversifies its portfolio by launching Aeon Health & Beauty concept, Hero group is focusing on multiple strategies for Guardian

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Citra Nusa Insan Cemerlang exits the direct selling industry in Indonesia

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