

Wine in Indonesia

June 2023

Table of Contents

Wine in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

New World wines gain in popularity thanks to their affordable pricing

Orang Tua Group grows strongly with new marketing strategy

Local wine gains in popularity for both domestic and international consumers with more brand education

PROSPECTS AND OPPORTUNITIES

Online sales support the growth of wine in Indonesia

In-home consumption is likely to drive sales of wine, while on-trade set to see increased availability

Fruit and herbal wine to remain dominant

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022

Table 2 - Sales of Wine by Category: Total Value 2017-2022

Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 16 - GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 17 - NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 28 - Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Wine by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Table 32 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 33 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 42 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 44 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 46 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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