



Coffee in Indonesia

January 2024

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Coffee in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade coffee volumes rebound to pre-pandemic levels
Santos Jaya Abadi PT makes extensive use of promotions to attract customers
Fresh coffee beans lead growth in foodservice

PROSPECTS AND OPPORTUNITIES

Foodservice will lead volume growth, thanks a developing coffee drinking culture
Small local grocers will remain key distribution outlets for price sensitive consumers
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DISCLAIMER

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