



# Beer in Indonesia

July 2024

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## Beer in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beer faces slower pace of volume growth  
Low and non-alcoholic beers gain appeal  
Multi Bintang Indonesia Tbk PT leads in beer

#### PROSPECTS AND OPPORTUNITIES

Tourism and local production to drive sales  
Strong preference for lager to continue in Indonesia  
Optimism prevails despite some limitations

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2023 key trends  
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Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Legislation  
Legal purchasing age and legal drinking age (No changes)  
Drink driving  
Advertising (No changes)  
Smoking ban (No Changes)  
Opening hours (No Changes)

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