



Cafés/Bars in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Another year of positive growth, consistent with rising coffee-drinking culture, although value sales remained below pre-pandemic levels

Chained players drive outlet expansion

WhatsApp messaging services offer unique discounts, while limited-edition items also serve to attract consumer interest

PROSPECTS AND OPPORTUNITIES

Buoyant performance expected, with specialist coffee venues leading the way

Innovative beverage variants will drive growth

Higher sales contribution from stand-alone locations

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