



Alcoholic Drinks Packaging in Indonesia

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Smaller metal beverage cans become more popular in beer, owing to cost-effectiveness and portability

Stout and spirits preferred in glass bottles for quality, sharing, and premiumisation

700ml size dominates brandy and cognac in Indonesia due to premium positioning and cost efficiency

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to grow, owing to concerns over sustainability

Cost efficiency will drive demand for larger glass bottles in lager

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