



Supermarkets in Indonesia

March 2024

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Supermarkets in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in premium supermarkets driven by the preferences of higher income segments
Special events by supermarket players to attract more new consumers and generate loyalty
As supermarkets cater to a slightly different target market, pricing is less of an issue

PROSPECTS AND OPPORTUNITIES

Fresh produce key to competitive position of supermarkets
Innovation influencing development of competitive landscape
Themed events and collaborations key to innovation in experiential retail in the supermarkets channel

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Retailer collaborations reap benefits and drive sales growth
Warung digitalisation an important element of digital transformation in local retail
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
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School holidays
Harbolnas (national online shopping day)
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MARKET DATA

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