



Euromonitor  
International

# Convenience Retailers in Indonesia

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## Convenience Retailers in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing urbanisation, convenience, and wide selection of products contribute to growth

Halal certification for convenience stores benefits retailers and gains consumers' trust

Alfamart usurps Indomaret to become leading player

#### PROSPECTS AND OPPORTUNITIES

Convenience retailers forecast to thrive due to compatibility with evolving trends

Expansion into other high-potential cities a strategy to increase sales

Indomaret strengthened its positioning through expansion and development in both offline and online platforms

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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?

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Informal retail

Opening hours for physical retail

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Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/convenience-retailers-in-indonesia/report](http://www.euromonitor.com/convenience-retailers-in-indonesia/report).