



Euromonitor
International

Wine in Indonesia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fruit and herbal wines drives sales and growth in wine in Indonesia
- Local and global brands compete through innovation
- Small local grocers continues to dominate

PROSPECTS AND OPPORTUNITIES

- Urban dining and social culture set to propel dynamic growth for wine over the forecast period
- Local identity and premium experiences to elevate the appeal of wine
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Alcoholic Drinks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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