



Euromonitor
International

Rtds in Indonesia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth amidst limited innovation, with spirit-based RTDs dominant
Diageo Plc maintains its leading position, although the competition from smaller brands rises
Modern grocery retailers continue to dominate the distribution of RTDs

PROSPECTS AND OPPORTUNITIES

Steady growth expected in RTDs, with digital engagement and flavour variety key to sustaining consumer interest
Smirnoff Ice refreshes its packaging to boost Gen Z appeal and shelf impact
RTDs could benefit from a presence at festivals and low alcohol appeal to drive relevance

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Alcoholic Drinks in Indonesia - Industry Overview

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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

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DISCLAIMER

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