

# Alcoholic Drinks Packaging in Indonesia

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## Abstracts

The Indonesian alcoholic drinks industry was significantly impacted by both the measures imposed by the government to curb the spread of COVID-19 in the country as well as the virus itself, which made consumers reluctant to leave home, even when permitted to do so. With sales of alcoholic beverages plummeting in 2020, packaging for these products lost almost a third of its total unit volumes. The on-trade channel suffered the most damage, with restaurants, pubs and eateries closed and consumers...

Euromonitor International's Alcoholic Drinks Packaging in Indonesia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Alcoholic drinks packaging starts to recover in 2021 after the slump in unit volumes in 2020

Glass still the leading packaging type in Indonesia, but metal beverage cans gaining share

Beer players continue shrinking the 330ml pack size to 320ml

#### PROSPECTS AND OPPORTUNITIES

Sustainability will be a key theme in the coming years

Slow recovery expected from the declines seen in 2020

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