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Spirits in Indonesia

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Abstracts

Shochu/soju has been experiencing growth in the Indonesian market supported by the general rise in interest in Korean culture, and particularly K-Pop, across the globe. In recent years, there has also been more product variation available in the market in terms of new brands that have entered the market or new flavours that have been introduced by existing brands. In 2022-2023, there has also been more local shochu/soju available in the Indonesian market. Indeed, local shochu/soju has establishe...

Euromonitor International's Spirits in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

Get a detailed picture of the Spirits market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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leading brands;

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

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