

# Wine Market in Indonesia 2021

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## Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. The wine market in Indonesia is set to increase by US\$ 93 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 3.2% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The Indonesia wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in Indonesia has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment is estimated to account for the largest share of the wine market in Indonesia. By distribution channel, the wine market in Indonesia has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Indonesia wine market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players LVMH Moet Hennessy Louis Vuitton SA, PT. Arpan Bali Utama, PT. Dima Indonesia, PT. Perindustrian Bapak Djenggot, PT. Sababay Industry, Treasury Wine Estates Limited, UD Tri Hita Karya.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Indonesia wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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LVMH Moet Hennessy Louis Vuitton SA  
PT. Arpan Bali Utama  
PT. Dima Indonesia  
PT. Perindustrian Bapak Djenggot  
PT. Sababay Industry  
Treasury Wine Estates Limited  
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