DTMx 3.0

DTMx Insights—Indonesia

Creative Intelligence Market and Consumer Overview

Cultural Context

Indonesia's retail landscape is ultra-fragmented. Around 80% of Coca-Cola's volume goes through small provision warungs and independents, whereas modern trade demands a completely different production model.

HH Global needs to show it can run both. In General trade, the main challenge is around standardization and materials in tiny footprints—cheap, durable, weather-proof materials shipped through bottler logistics at scale.

For modern trade, it’s templated, version-managed POSM for nationally coordinated rollouts.

Key Cultural Distinctions for Beverage

Indonesia is a market of scale, and complexity. It is an incredibly diverse country, made up of over 17,000 islands and 300+ ethnic groups.

It is the fourth most populous country on earth with the largest Muslim majority in the world. And it is a young and youthful population: median age of ~30.

Melting pot of cultures—Its geographic dispersion has produced diverse, locally formed identities, while wider East Asian influences are visible from café culture and curated convenience retail to animé fandoms, K-beauty, and collectible-driven consumption.

Sweetened tea and coffee nation—In Indonesia, sparkling soft drinks do not sit at the center of beverage occasion. Sweet iced tea is a staple for the masses, and coffee and café culture culturally dominate. Sparkling soft drink consumption is the lowest in Indonesia compared with its neighbors, and Sprite is the most popular everyday drink, with Fanta and Coke consumption rising on major occasions. (Pepsi left Indonesia in 2019.)

Nongkrong hangouts—The Indonesian tradition of extended social hangouts in informal settings such as cafés, roadside stalls, or public spaces. Characteried by relaxed conversation, sharing food and drinks, and a sense of togetherness that transcends mere consumption. It is a central part of daily life for many Indonesians, especially in urban areas.

On-trade/off-trade blur—Convenience stores, both domestic chains such as Indomaret and regional giants like Japan's FamilyMart, use large parts of their in-store footprints for seating and food preparation. Warungs also often operate as both a place for groceries and prepared food.

Convenience economy—Indonesia's retail ecosystem is built around hyper-proximity and immediacy. The 3.5 million+ warungs, minimarts on every block, roaming street food vendors. Despite their traditional look, warungs are highly tech-integrated—Grab and GoTo delivery is embedded within the traditional warung places. Single-serve sachets and small-format packs dominate, meeting consumers at lower price points. Shoppers buy little and often, favoring immediate needs.

Digitally wired, mobile-first—Indonesia is one of the most connected consumer populations on earth. As of October 2025, Indonesia has 230 million internet users and 180 million active social media users—up 26% year-on-year. WhatsApp is used by over 90% of the population monthly, making it the default channel for everything. TikTok has 108 million users aged 18+ in Indonesia—one of its largest markets globally

Regulatory and Economic Considerations

- Sugar tax incoming—this has been repeatedly delayed since 2009 but now in legislation. Will directly impact Coca-Cola pricing in an already price-sensitive environment.
- Labelling and language regulations require all packaging signage and POS in Bahasa Indonesia.
- Fifth-fastest growing economy (https://www.euromonitor.com/article/top-five-fastest-growing-economies-in-2026).

On-Trade—Bars Restaurants Venues

What are the Key Venues and Spaces?

80% of Coca-Cola's business in Indonesia is focused on small provision stores, cafés and restaurants

Street & raditional: Warungs, angkringan, street vendors (kaki lima), Padang restaurants. Family-owned, often open-air.

Convenience hybrid (blurring on/off-trade): FamilyMart, Indomaret Point, Lawson—Gen Z hangout spots with in-store café culture, robot baristas, slushie machines. F&B is now 50% of transactions at FamilyMart.

Modern on-trade: Coffee chains (Kopi Kenangan, Janji Jiwa, Fore Coffee), aesthetic cafés, QSR (with boycott caveat), mall food courts.

Entertainment and experiential: Badminton tournaments and community courts (national sport, massive grassroots participation), concerts and music festivals, university campus events, culturally led venue activations like AADK (music + makeup events in-store), viral experiential venues like Buba (Matcha IV drip that blew up on social media in 2025).

Premium and tourist on-trade: Hotels, beach clubs, upscale restaurants—a separate economy driven by 470k+ monthly international visitors. Australian tourists dominate.

Any Cultural Drinking/Dining Occasions That Matter?

In a market where 87% of the population doesn't drink alcohol, consumption moments are driven by community, faith, and food

Call out challenge—Soda is not dominant vs. tea and coffee. // Value-for-money is the central purchasing driver.

Peak Occasions

- Ramadan & Iftar—Soda Gembira (Fanta + condensed milk) is a staple at breaking fast. Coke focuses heavily on Ramadan. Massive seasonal spike
- Eid/Lebaran & Mudik—Mass homecoming. Open houses, gift-giving, highway rest stops. Sharing-format bottles
- Independence Day
- New Year
- Weddings & family gatherings—Soda Gembira again, large-format bottles, communal serving

Always on

- **Nongkrong** (hanging out)—the everyday social ritual. Coffee shops, angkringan, convenience stores. Hours-long sessions, low-cost beverages.

- **Mealtime**—Padang restaurants (hidang-style communal plates), bakso carts, nasi goreng stalls. Sweet tea and cold soft drinks as meal accompaniments. // Refreshing fried chicken accompaniment

Nothing beats the sensation of eating Indomie Rendang + Indomie Sambal RicaRica with a soda (any kind) at 12 a.m.—definition of selfreward.—twitter.com

- **Sports watching**—Indonesia's national passion. Community courts, tournament venues.

- **Tourism occasions**—beachside, hotel dining, mixer with alcohol.

- **Food delivery**—GoFood & GrabFood deeply integrated. QR codes at every warung. Beverage must be in the digital bundle.

What POS Formats Work Here?

Zone 1: Street & Traditional (Warungs, Angkringan, Padang Restaurants)

POS formats: Branded parasols/umbrellas, vinyl tablecloths, wall-mounted tin signs, stackable crates for storage or seating, small branded cooler.

Zone 2: Convenience & Modern Retail Café (FamilyMart, Indomaret Point, Lawson, Alfamart)

POS formats: Window decals, counter-top displays, floor graphics, cooler door decals, slushie machine wraps, hanging ceiling mobiles, pillar wraps, queue area panels, in-store digital screen content (menu boards, promo loops, seasonal countdowns), loyalty integrations, co-branded promotions.

Zone 3: Modern On-Trade & Tourism (Coffee Chains, QSR, Padang Chains, Bali Hotels & Beach Clubs)

POS formats: Table toppers, menu boards, coaster programs, branded glassware, tray liners, counter runner mats, window graphics, delivery platform menu imagery & combo deal graphics. Bali-specific: Hotel minibar cards, poolside menu holders, beach parasol branding, branded ice buckets.

Zone 4: Entertainment & Experiential (Badminton, Concerts, Universities, Viral Venues)

POS formats: Large-format event banners, court-side perimeter boards, hydration station branding, pop-up booth wraps, event tent canopies, wristbands, lanyards, sampling station counter wraps, LED screen content, social media templates (TikTok frames, IG stories), QR-activated digital experiences.

Off-Trade & Retail

Retail Landscape—Who are the Dominant Retailers? What Shelf/Display Norms Exist? What is the Convenience Store Landscape?

Indonesia’s retail landscape is structurally divided: ~70% (Kantar 2025) of FMCG volume flows through millions of independent traditional outlets; the remainder through a highly consolidated modern trade duopoly. The shelf norms, display mechanics, and rules of brand visibility are fundamentally different in each.

General Trade

The cornerstone of Indonesia’s general trade sector is made up of 3.5 million + warungs, sprung in residential areas, slums, street sides, and tucked between high-rise business areas. These are small family-owned shops that sell packaged food, snacks, household items, and beverages. Many also serve freshly cooked food for onsite consumption. Despite their traditional look, warungs are highly tech-integrated.

Display/Shelf Norms

- Hanging sachet wall—strips of 6–12 connected sachets ("renceng") of coffee, powdered drinks, and other products hung on pegboard hooks and wire clip strips behind or beside the counter, creating a colorful curtain of branded packaging
- Branded glass-door coolers provided free by beverage companies
- Returnable glass box crates stacked outside doubling as stock storage and brand signage
- Crowded counter surface space
- Durable outdoor signage
- Delivery platform QR code stickers

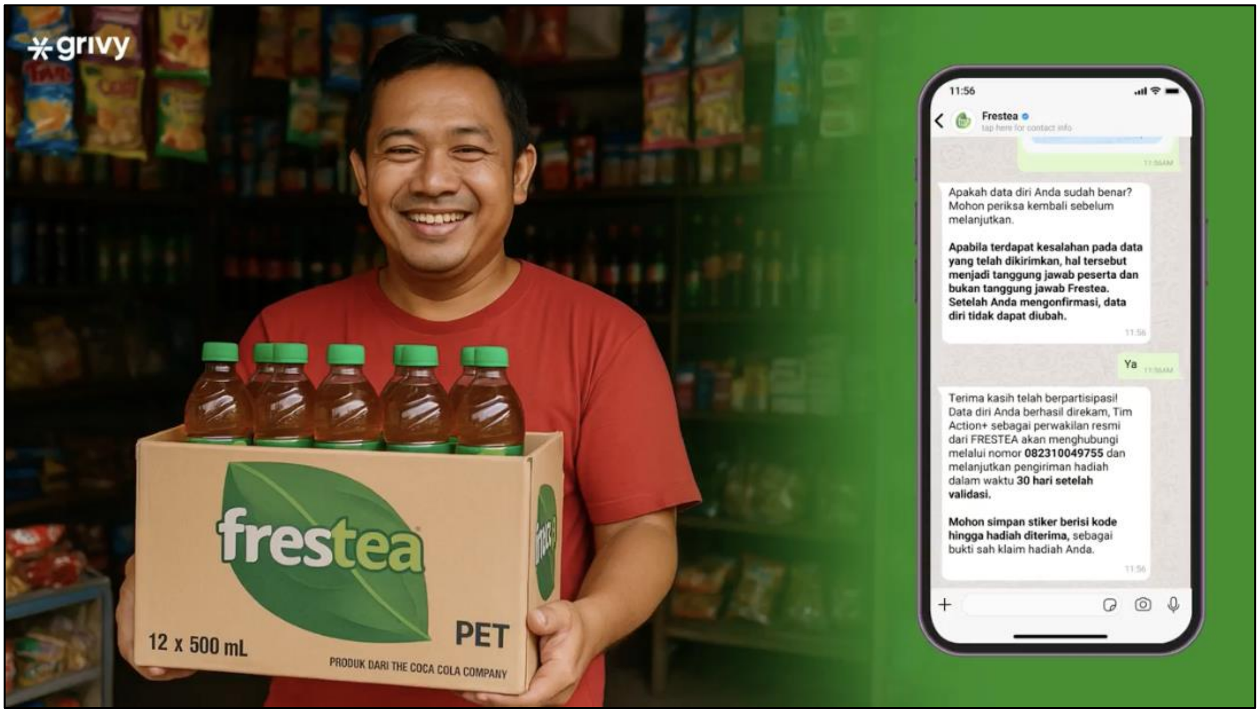
POSM Considerations

- Small footprint—typical footprint is 3x5m
- Standardization is big challenge
- Low-cost, high-volume needs
- Objective: visibility and impulse purchase

GT Challenges

- Intense local competition
- Price sensitivity and tight margins
- Warungs depend on up to 10 different sourcing channels for procurement, face high price variation and have limited credit facilities

- Integration of e-commerce entities
- Mixed success at digital transformation



The Coca-Cola Company—Frestea activated retailers through a WhatsApp-led trade program that linked carton purchases directly to digital rewards.

Modern Trade

Indonesia's modern trade is minimarket-dominated (71% of modern trade FMCG volume). Indomaret and Alfamart operate 44,000+ stores, accounting for ~92% of minimarket sales. Hypermart, Transmart, and Superindo serve the supermarket and hypermarket segment with premium spaces. Major convenience chains are converging on a café-hybrid model, embedding barista counters, seating, and hot food—FamilyMart positions as a Gen Z hangout where F&B now accounts for 50% of in-store transactions.

Shelf & Display Norms

- Standardized gondola shelving with beverage allocation reflecting Indonesia's drinking hierarchy: water (~30–35%), RTD tea (~20–25%), isotonics (~10–15%), CSDs (~10–15%)
- Chiller units along back or side walls—maximum footfall routing before checkout
- End-cap displays as premium promotional real estate, allocated through trade-term negotiation
- Shelf talkers, wobblers, and hanging banners as the core POSM toolkit
- Checkout displays

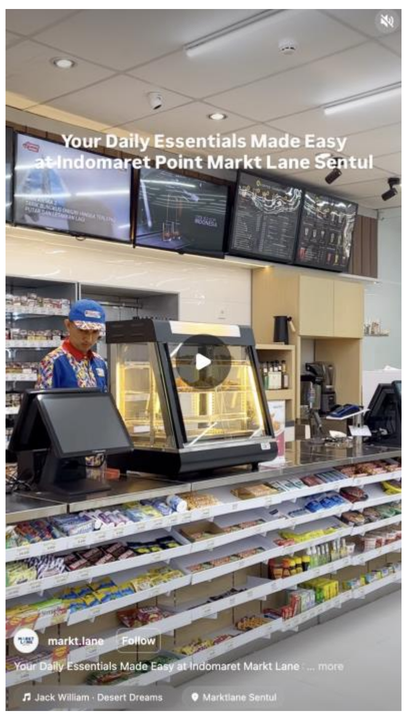
- Frequent promotions (Indomaret's JSM Friday–Sunday deals) tracked by consumers through loyalty apps
- Premium and pallet displays at hypermarkets

POSM Considerations

- Structured and standardized
- Centralized procurement
- Planogram and compliance required

Challenges

- Government restrictions on new store permits
- Cold-chain infrastructure gaps outside Java strain expansion of fresh, frozen, and chilled categories
- Rising competition from quick-commerce (Astro, GrabMart) eroding impulse and top-up missions
- Hypermarket format in decline, but premium channel



https://www.instagram.com/reels/DTJ812hkclr/

Digital Layer

- QRIS Payments—50M+ merchants. Street carts to malls. 0% fee for micro-merchants.

- Delivery Platforms—GrabFood, GoFood, ShopeeFood across 258+ cities.
- Social Commerce—TikTok Shop × Tokopedia: ~11% of e-commerce

What Does At-Home vs. Away-From-Home Consumption Look Like?

Off-trade consumption is dominantly impulse and on-the-spot. Big shops and stock-ups are less likely in Indonesia. Soda is a celebration and a treat drink.

At-Home Consumption

- DIY creative mixing—Soda Gembira, making mocktails/cocktails, creative mixing
- Social meals

Away-From-Home Consumption

- Heat driven impulse—thirst quenching refreshment impulse—single serve cooler grab
- Social hang outs
- Shopping in Malls

Merchandise and Collectibles

Are There Any Viral /Culturally Relevant Products?

K-Pop Merchandise Economy

- Indonesia is the world's third-largest K-pop market by YouTube views (after South Korea and Japan). [Accio]
- Fandom contributes ~61% to purchasing decisions among Indonesian K-pop fans. [Snapcart]
- Photocard collecting and trading is a deep-rooted behavior—individual K-pop photocards have reached IDR 10M (~£500) resale value in Indonesia. [ResearchGate]
- Physical K-pop merch stores (e.g., K-pop Station) now have multiple Jakarta locations; most popular products are albums, photocards, and keychains. [Korea Times]
- Fan-organized birthday café events are a growing phenomenon—fans self-fund custom cup sleeves, postcards, and props at cafés, often partnering with entertainment outlets like Kapanlagi. [Korea Times]
- Average Gen Z K-pop fan spends IDR 100K–500K/month on fandom activity; concert tickets IDR 1–3M. [Jakpat Insight]
- By May 2024, 25 Korean artist concerts/events had already been held in Indonesia that year. [Korea Times / KOCCA]

Ramadan Limited Editions

- Fanta Fruit Punch launched as a Ramadan-specific limited edition (Feb 2025), proved so popular it returned in 2026 with dedicated #YakaliGakLanjut campaign. [MIX Marcomm]
- Coca-Cola's soft drink volume more than doubles during Ramadan vs. a normal month. [CCEP]
- Activation model—interactive gerobak carts at 20 retail stores nationally, QR-code mixology experiences, free sampling with topping choices, exclusive Fanta merch giveaways. [Infobrand]
- Fanta Fruit Punch positioned as a takjil upgrade—consumers encouraged to mix with jelly, selasih, fresh fruit, ice cream (#BulanPenuhCobain). [Medha.id]
- 2026: Fanta Fruit Punch in 1.5L sharing format, 300-person Mix-Master Event with mothers creating mixology recipes. [Suara Merdeka]
- Ramadan golden label packaging on 2.5L sharing bottles (gold foil design elements on signature red/white). [CCL Label]
- Cross-category mudik hampers and dedicated displays at transport hubs during mudik season. [CCEP]

Soda Gembira ("Happy Soda")

- Fanta + condensed milk = Soda Gembira—a folk recipe staple at iftar meals, wedding receptions, and Padang restaurants.

- Culturally embedded but never formalized or branded by Coca-Cola—remains a consumer-led creation.
- Viral on Indonesian YouTube and TikTok as a DIY recipe format.

Viral On-Trade & Digital-First Formats

- Buba went viral in Indonesia in 2025 for their Matcha IV drip—strong social media exploration of culturally viral on-trade establishments.
- Ocean Lane's Twin Cup concept—easing consumer decision fatigue by letting consumers choose two drinks simultaneously.
- FamilyMart Indonesia's robot barista for coffee and Coca-Cola slushie machines attract youth foot traffic and TikTok content.
- #minumanviral (viral drinks) has 5.2M+ posts on TikTok Indonesia—trend cycle is rapid (average viral sound peaks within 3.4 days in Asia). [TokPortal]
- Sticky Milk, es teler, and Korean-imported drinks trending on Indonesian TikTok in early 2025.

Are There Any Collaboration Trends?

Coca-Cola x K-Pop

- Early 2021—BTS featured in Coca-Cola "Turn Up Your Rhythm" campaign—launched first in Indonesia before rolling out globally, signaling the market's strategic importance. [US BTS ARMY]

- 2024—Coca-Cola K-Wave Zero Sugar limited-edition flavor launched directly into Indonesia alongside Singapore, Vietnam, Thailand, Philippines, and Australia. [Media OutReach]

- August 2025—BTS's V announced as new Coke Zero ambassador—drew immediate boycott backlash from portions of global fandom due to Coca-Cola's BDS listing. Directly relevant to Indonesia's boycott-sensitive consumer base. [Soompi]

- Coke Studio operates in Indonesia as part of its 15+ country footprint—QR codes on Indonesian packaging have previously unlocked access to concert tickets and merch. [Billboard]

Fanta Indonesia Activations

- Fanta Fruit Punch Ramadan: collaborated with Chef Fajar Alam for recipe content distributed via coca-cola.com/id and social channels. [Medha.id]
- Fanta Mix-Perience—online interactive platform letting consumers create virtual Fanta drinks—choose ingredients, watch virtual creation, share globally. [Medha.id]
- Gerobak carts with QR scan mechanic: scan code, pick toppings, win exclusive Fanta merchandise. Deployed at 20 locations across Indonesia. [Infobrand]
- 2026—partnered with actress Nycta Gina and chef Putri Miranti as campaign faces—local celebrity, not global K-pop. [MIX Marcomm]

QR-to-Experience & Phygital Packaging

- Share a Coke relaunched globally (March 2025) with QR-code digital hub for personalization, Memory Maker video tool, campus/festival tour.
- Sprite Squad—ongoing gamified mobile experience—instant-win game granting access to branded content, giveaways, digital experiences.
- Y3000 Creations—QR on packaging unlocked AI Cam filter + Ambush fashion capsule collection.
- Coca-Cola Zero "TakeATasteNow"—AR giveaway via QR on OOH screens—scan to grab digital bottle, receive voucher for real bottle, earn gamers points on Coke app.
- 2025 Hyperlocal Packaging—regional bottle editions with QR codes linking to local stories, artist collabs, and mini-documentaries—turned packaging into viral UGC.

Broader Indonesia Collaboration Trends

- Local brands leaning into halal value and cultural identity (e.g., Paragon/Wardah)—outperforming multinationals on cultural relevance. [Medium]
- TikTok Shop gaining traction in F&B in Indonesia—live-stream drops and viral content driving instant purchase. [Accio]
- AADK (Ada Apa Dengan Kopi) leaning into music and makeup events in-store—culturally led brand building at café level.
- Beauty sector leading FMCG growth in Indonesia at 16% (2024)—limited editions and festive-season drops are the proven growth mechanic across categories. [Kantar]
- CCEP Indonesia runs "SUPERB FEST" during Ramadan—all employees visit customer outlets to sell directly to consumers, blending internal activation with trade engagement. [CCEP]

What's Worked or Flopped?

What's Worked

- Fanta Fruit Punch Ramadan edition—strong enough consumer demand in 2025 to drive a full repeat campaign in 2026 with extended #YakaliGakLanjut positioning. [Suara Merdeka]
- K-Wave Zero Sugar limited edition—successfully deployed in Indonesia; combined product innovation with K-pop fandom engagement. [Media OutReach]
- BTS "Turn Up Your Rhythm" (2021)—launched first in Indonesia before global rollout, confirming the market's role as a K-pop activation launchpad. [US BTS ARMY]
- Ramadan as a peak selling moment—CCEP Indonesia's volume more than doubles; cross-category hampers and transport hub displays are established activation formats. [CCEP]
- Coca-Cola Indonesia's portfolio breadth: Coca-Cola, Sprite, Fanta, Schweppes, A&W, Frestea, Minute Maid, Nutriboost, Ades—Frestea developed specifically for Indonesian consumer tastes. [CCEP]
- CCEP Indonesia distributes to 400,000+ outlets nationally from five manufacturing facilities—scale infrastructure is in place. [CCEP Indonesia]

What's Risky or Has Flopped

- BTS V x Coke Zero (Aug 2025) drew immediate boycott backlash in Indonesia—Coca-Cola added to BDS priority boycott list (Nov 2024). Open letter from ARMY fans urged BTS to drop boycotted brands. Neither V, HYBE, nor Coca-Cola responded. [Roya News]
- Broader Western-brand boycott sensitivity: Unilever Indonesia lost market share in 2024 partly linked to boycott sentiment. Consumer backlash against foreign brands perceived as supporting Israel is materially affecting FMCG share in Indonesia. [Medium]
- Pepsi exited Indonesia entirely in 2019—evidence that the CSD market is unforgiving for brands that lose momentum or cultural relevance.
- Challenger brand Nipis Madu Lime Soda (Mayora) gained share by pricing ~20% below Sprite while offering smoother carbonation and natural ingredients—price-sensitive switching is real.
- K-pop collab merch carries geopolitical risk in a majority-Muslim market (87% Muslim population)—the same lever that drives engagement can trigger backlash overnight.
- Cold chain constraints: growing fresh/frozen/ready-to-eat sales are straining Indonesia's cold storage infrastructure—limits the viability of temperature-sensitive merch formats or food pairings.
- Indonesia has the lowest sparkling weekly consumption compared with Australia, Philippines, Thailand, and Vietnam—CSD is not habitual, making merch-driven trial and occasion-building critical.