


Verdict Food Service

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Coffee & tea shop menu analysis: market share and price trends in Indonesia in H1 2024

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International cuisine was one of the cuisine types within coffee & tea shop channels, along with Indonesian and Asian cuisines, according to GlobalData's menu intelligence database. In its menu analysis of coffee & tea shop in Indonesia report, GlobalData analyses 56,382 menu items across coffee & tea shop outlets and provides an overview of various foodservice channels in Indonesia. According to GlobalData, coffee & tea shop makes up 7% of all restaurant types in Indonesia. [Buy the report here.](#)

Hot Drinks was found to be the most-used

ingredient in coffee & tea shop establishments, featuring in 27% of menu items, followed by milk and fruit. Sugar and cream were also significant ingredients. An analysis of menu categories reveals that hot drinks, soft drinks, salads & sides, meal deals and combinations and fruit were most popular within the coffee & tea shop format.

An analysis of the annual price change between 2023 and H1 2024 indicates that the average menu prices in Indonesia coffee & tea shop channel have dropped by 560.94%. Considering all channels (including coffee & tea shop) the average price change was -235.44%. As on-premises dining gains momentum following the COVID-19 pandemic, the coffee & tea shop segment in Indonesia is expected to experience overall growth. Moreover, the introduction of new menu items that emphasize health and wellness generates interest in those seeking nutritious menu options and greater variety.

Indonesia menu price analysis by outlet type – 2023 vs H1 2024

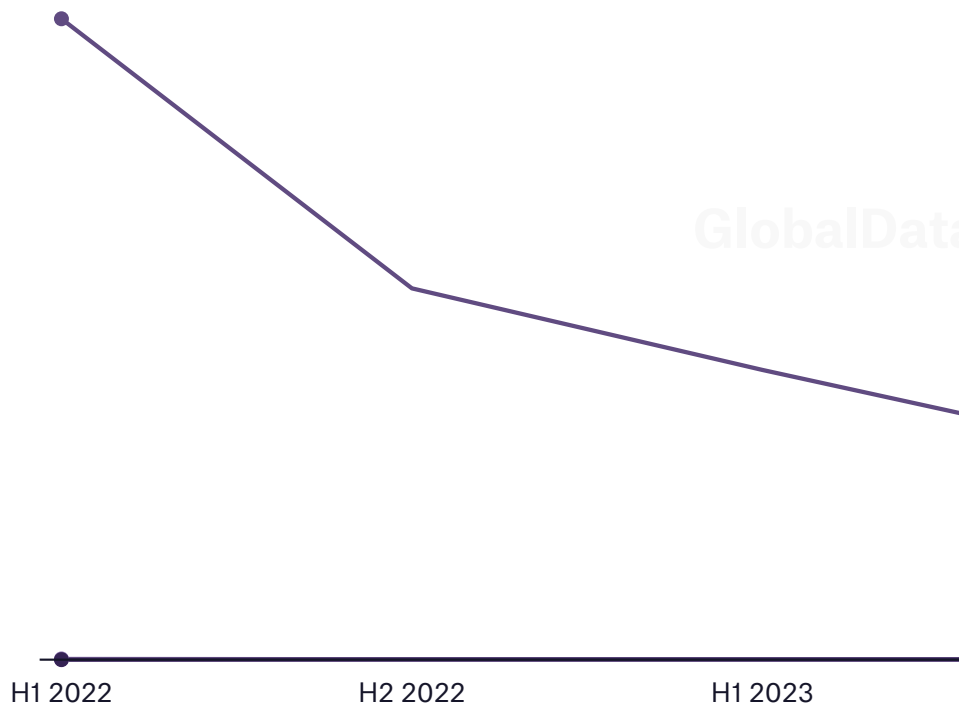


Source: GlobalData Indonesia coffee & tea shop analysis report

Different restaurant types exhibited mixed price movements within Indonesia foodservice market between 2023 and H1 2024. Of all the restaurant types, other retail exhibited highest price hike, while convenience store experienced a maximum price decrease.

An in-depth analysis of coffee & tea shop price trends by location reveals consumption trends of each region. The graph below represents the change in coffee & tea shop menu prices between 2023 and H1 2024 across the top five locations. As seen below, coffee & tea shop menu items in Bojonegoro became more affordable as compared to jakarta and Bandung.

Top cities in Indonesia: price trend analysis in the coffee & tea shop channel



Source: GlobalData Indonesia coffee & tea shop analysis report

While consumers become more price conscious, operators look for ways to optimize their costs to retain margin and market share. In the Indonesian market, coffee & tea shop operators rely on innovation as a crucial tactic to appeal to customers as well as optimize costs. As increasing number of consumers seek novel experiences, foodservice operators must continuously innovate their menu choices, providing superior taste and quality along with a diverse selection of dishes. Operators should highlight the distinctive tastes and flavors of their

food and beverage offerings in a convenient format to enhance customer engagement.

To further understand and explore GlobalData's insight into Indonesia coffee & tea shop menu, [buy the full report here](#).

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[GlobalData](#), the leading provider of industry intelligence, provided the underlying data, research,

and analysis used to produce this article.

GlobalData's Online Menu Intelligence is a database of cost and profit foodservice operators on menus within [Foodservice Intelligence Center](#). The tool's several search options, such as cuisine, category, menu item, ingredient, and restaurant, help users to conduct focused searches in terms of price analysis (average price and change in prices), menu item claims, popular categories, cuisine/ingredient penetration levels, etc.

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