



## PRESS RELEASE

For Immediate Release

### **More Than Just Coffee, Kopitiam Emerges as a New Growth Opportunity In Indonesia's Café Industry**

**Jakarta, April 2xth, 2026** - As Indonesia's coffee shop industry continues to grow rapidly, the kopitiam trend has emerged as one of the increasingly popular concepts. As of November 2025, Indonesia is home to more than 461,000 coffee outlets, ranging from modern cafés and traditional coffee shops to local coffee stalls—reflecting the strong public interest in coffee culture. Amid this growth, kopitiam has gained traction as a rising sub-segment, particularly in major cities such as Jakarta, Surabaya, and Medan.

Kopitiam, which is rooted in Southeast Asian culture and has developed since the early 20th century in Malaysia and Singapore, is becoming increasingly relevant to modern consumer preferences. The concept offers a different experience from typical coffee shops, focusing on beverages made from coffee, tea, and milk—such as *kopi tarik* and *teh tarik*—alongside complementary items like kaya toast that deliver familiar yet nostalgic flavors. As a result, kopitiam stands out as an alternative with a stronger character, both in taste and overall experience.

Coffee Enthusiast and Runner-up of Asian FBC Singapore 2012, Doddy Samsura, said, "The growth of kopitiam in Indonesia is closely linked to shifting consumer preferences, with more people now seeking beverages that are more approachable—less complex, yet still rich in flavor and enjoyable at any time. In addition, familiarity plays a significant role, as kopitiam flavor profiles are relatively aligned with local tastes. Unlike specialty coffee, which focuses on origin and brewing techniques, kopitiam instead emphasizes blending and consistency. That's where the complexity lies—creating a flavor that is stable and can be enjoyed by a wide range of consumers."

On the other hand, kopitiam holds a unique position within the café industry, sitting between traditional coffee and modern cafés. This positioning makes it more accessible while still maintaining a strong identity, allowing it to remain relevant to consumers and appealing as a business concept to develop.

As a brand from Malaysia—where kopitiam culture has long been an integral part of everyday life—Dairy Champ has been widely used in kopitiams and is known for its distinctive and consistent flavor profile. In Indonesia, Dairy Champ continues to expand its applications across a variety of beverages and desserts, including kopitiam-style offerings, delivering a smooth, creamy texture, balanced sweetness, and reliable consistency for both hot and cold drinks. These characteristics play an important role in shaping a signature taste that is easily recognized by consumers.

**Head of Marketing at PT Etika Beverages Indonesia, Dodi Afandi**, added, "The kopitiam trend in Indonesia is growing rapidly, but we still see a significant gap in terms of authentic taste. Many menus



may look similar, yet they have not fully delivered the distinctive experience found in Malaysia. Moving forward, consistency and flavor character from creamy texture to balanced taste will be key for businesses to build differentiation and strengthen their competitiveness in the market,” said Dodi.

Beyond taste, the growing preference for visually “social media-friendly” beverages is also encouraging businesses to pay greater attention to presentation as part of the overall consumer experience. In this context, selecting ingredients with a creamy and well-balanced richness like Dairy Champ in a kopitiam-style menu can help create beverages that are visually appealing, consistent in taste, and supported by strong storytelling. These three elements are essential in capturing the attention of today’s consumers, delivering an experience that is not only enjoyable but also authentic and distinctive.

Looking ahead, the kopitiam trend is expected to continue growing in line with increasing interest in concepts that blend heritage with modern lifestyle. With strong differentiation in both taste and overall experience, kopitiam has the potential to become an increasingly significant segment within Indonesia’s café industry.

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#### **About Etika Group Indonesia**

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA), which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia, namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.