

Tea in Indonesia

Market Direction | 2022-11-30 | 22 pages | Euromonitor

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Report description:

Total volume sales of tea saw positive growth in 2022, a slight improvement over the previous year. In 2020, both on-trade and off-trade sales of tea declined in volume terms, with the former witnessing a particularly sharp fall, as a result of restrictions on dine-in services put in place to curb the spread of COVID-19. While on-trade sales saw a second year of healthy growth in 2022, volumes remained well below pre-pandemic levels. Despite the relaxation of some restrictions, the government co...

Euromonitor International's Tea 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Players attempt to drive foodservice demand through the launch of new flavours

Demand for fruit/herbal tea suffers in light of relatively high unit prices, but its healthy positioning counteracts this to some extent

Unilever remains leading player in Indonesia

PROSPECTS AND OPPORTUNITIES

Continued growth, underpinned by the importance of tea culture in the country

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Expansion of bubble tea kiosk format will fuel on-trade sales, while e-commerce will also grow in importance

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