

Concentrates in Indonesia

Market Direction | 2022-12-05 | 32 pages | Euromonitor

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Report description:

Sales of liquid concentrates saw modest growth in volume terms in 2022, following a flat performance in the previous year, Growth was slightly boosted by the relaxation of pandemic-related regulations, which allowed consumers to travel back to their hometowns for large family gatherings ahead of Eid 2022. This had the effect of increasing sales, as liquid concentrates are often served to guests during the Muslim holiday. However, consumer interest was constrained by a lack of innovation beyond t...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

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Lack of innovation and competitive other types of soft drinks restrict demand for liquid concentrates

Players in powder concentrates attempt to boost sales by focussing on functional variants

Lasalle Food Indonesia continues to lead sales

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Only modest growth predicted

Players will need to adapt to prevailing lifestyle trends, rather than relying on price promotions

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