

## **Juice in Indonesia**

Market Direction | 2022-12-05 | 31 pages | Euromonitor

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### **Report description:**

On-trade volume sales of juice saw positive growth in 2022, following a dramatic decline in 2020, and to a lesser extent, 2021. While consumers began to return to foodservice establishments, increased levels of price sensitivity, due to inflationary pressures, led them to be more considered in their purchases. Additionally, most foodservice providers are more likely to offer meal packages that include carbonates or RTD tea, rather than juices and consequently, juice remained limited in terms of...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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December 2022

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##### 2022 DEVELOPMENTS

Signs of recovery for juice in 2022, but sales remain impacted by low levels of purchasing power and an enduring preference for freshly made products

Tirta Alam Segar PT retains its leading position, underpinned by its extensive distribution network and value-for-money pricing strategy

Nectars and 100% juice products fail to recover from pandemic-induced decline in footfall in modern grocery outlets

##### PROSPECTS AND OPPORTUNITIES

Slow volume growth expected for juice, with growth hampered by the product's relatively high price

Health and wellness trends will have positive impact on sales, supported by new product development by leading players

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