

RTD Tea in Indonesia

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Report description:

RTD tea experienced on-trade and off-trade challenges during the COVID-19 pandemic. The closure of foodservice outlets, including independent outlets such as warung bakso (meatball cafes) and warung padang (Padang cuisine cafes), as a result of social distancing measures, had a significant negative impact on volume sales in 2020 and 2021. Moreover, some COVID-19 related restrictions persisted in the first half of 2022, with restaurants and cafes operating at reduced capacity, for example. This h...

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

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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.

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RTD tea continues to face challenges in the on-trade channel,
Introduction of new flavour variants in a bid to stimulate interest
CS2 Pola Sehat benefits from its wide availability in traditional grocery outlets

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Retail sales to make swift recovery, while foodservice sales remain lacklustre
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Supermarket channel will grow in importance

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