

RTD Coffee in Indonesia

Market Direction | 2024-01-19 | 28 pages | Euromonitor

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Report description:

RTD coffee is typically consumed on-the-go, as is suggested by the significant contribution of the convenience stores and small local grocers to overall category sales. In 2023, RTD coffee recorded considerable growth in the off-trade, with high single-digit volume figures and double-digit current value figures for the second consecutive year. Leading players made sure to continue offering low-cost products presented in PET packaging, with average unit prices set at IDR3,000. RTD coffee in PET p...

Euromonitor International's RTD Coffee 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 (2019-2023), 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 2028 illustrate how the market is set to change.

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 Coffee 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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Tirta Alam Segar continues to lead overall category

Convenience stores remain biggest channel in modern grocery retailing, while coffee shop chains expand

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