

Soft Drinks in Indonesia

Market Direction | 2024-01-19 | 100 pages | Euromonitor

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Report description:

Soft drinks in Indonesia saw positive growth overall in total volume terms in 2023, though failed to recover to pre-pandemic levels. Despite increased community mobility post-pandemic, purchasing power remained low, especially in the low-to-mid-income consumer segment.

Euromonitor International's Soft Drinks 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.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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2023 sees positive growth for RTD coffee in Indonesia

Tirta Alam Segar continues to lead overall category

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