

Tea in Indonesia

Market Direction | 2024-01-19 | 21 pages | Euromonitor

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Report description:

Tea experienced another year of positive, albeit modest growth, in retail volume terms in 2023, with demand exceeding pre-pandemic levels. Growth was boosted by the tendency of players to offer tea bags in more economical packaging, as well cut-price promotions. The revival of community gatherings, especially among lower middle-income groups, also served to increase the consumption of tea via the off-trade channel. On-trade sales of tea, on the other hand saw a much stronger performance, thanks...

Euromonitor International's 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 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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.

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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TEA IN INDONESIA

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Off-trade tea volumes recover to pre-pandemic levels

Black tea is key driver of growth

Unilever remains leading player, but "others" gain traction, thanks to growing number independent foodservice operators that purchase tea via retail channel

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