

HW Hot Drinks in Indonesia

Market Direction | 2023-11-07 | 10 pages | Euromonitor

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Report description:

Public education campaigns and information obtained from social media are making people in Indonesia - particularly middle- and higher-income consumers - more aware of the many health risks associated with being overweight or obese. Despite this, retail volume sales of no sugar, low sugar and no added sugar coffee products declined sharply in the country in 2022. These results were partly attributable to more cautious attitudes to discretionary spending as high inflation drove up unit prices and...

Euromonitor International's HW Hot Drinks in Indonesia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot 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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HW HOT DRINKS IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed fortunes for sugar-related claims in coffee and other hot drinks

Natural still the leading health and wellness claim by value but overall sales decline

No caffeine, no problem

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Interest in plant-based, lactose free and dairy free hot drinks set to rise

Increasingly busy lifestyles should broaden appeal of energy boosting hot drinks

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HEALTH AND WELLNESS IN INDONESIA

EXECUTIVE SUMMARY

Overview

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