

**Asian Speciality Drinks in Indonesia**

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**Report description:**

Asian speciality drinks in Indonesia saw positive growth in terms of off-trade volume sales in 2023, though the pace was lower than that recorded in 2022. This slowdown was the result of a second year of price hikes at a double-digit rate. Skyrocketing production costs in areas from raw materials to packaging pushed a handful of smaller brands out of the category in 2023 while some others lost shares. The scenario this allowed bigger brands like Larutan Cap Kaki Tiga and Larutan Cap Badak to str...

Euromonitor International's Asian Speciality 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.

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

**Why buy this report?**

- \* Get a detailed picture of the Asian Speciality 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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As unit prices rise, off-trade volume growth slows in 2023, while players push products' medicinal benefits

Kino Indonesia continues to narrow the gap with leading player

Foodservice sales still suffering

#### PROSPECTS AND OPPORTUNITIES

On-trade performance set to see further falls while off-trade sales rise, with small local grocers maintaining the lead in distribution

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