

Juice in Indonesia

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Report description:

Off-trade volume sales rose robustly for juice in 2023, following a year of strong double-digit growth in 2022. Juice drinks (up to 24% juice) remained the largest member of the overall category and has been leading growth in terms of off-trade volume sales for three consecutive years. It is important to note that sales were sustained largely through the offer of extremely competitive prices when compared to competing products from other soft drinks categories. While many products from other cat...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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KEY DATA FINDINGS

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Volume sales continue to rise in both the off-trade and on-trade in 2023 as players aim to keep prices stable

Tirta Alam Segar stays ahead of the rest in 2023

100% juice still suffers in the on-trade

PROSPECTS AND OPPORTUNITIES

Off-trade growth will be modest during the forecast period, with on-trade sales rising faster

Low-price strategies to remain key focus with cup packaging at the fore

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