

Sports Drinks in Indonesia

Market Direction | 2024-01-19 | 28 pages | Euromonitor

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Report description:

Sports drinks in Indonesia enjoyed positive growth in terms of overall off-trade volume sales 2023, albeit it at a slower pace than was recorded in 2022. At the same time, off-trade sales of sports drinks remained considerably lower than pre-pandemic figures, in terms of both value and volume.

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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SPORTS DRINKS IN INDONESIA

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2023 DEVELOPMENTS

Off-trade growth slows and fails to reach pre-pandemic levels in 2023

Amerta Indah Otsuka holds onto to its number one spot in face of intensifying competition

Convenience stores sees fastest growth in modern grocery retail channels while lifted restrictions boost sales among drivers

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales will fail to fully recover during forecast period, despite positive growth

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