

**HW Soft Drinks in Indonesia**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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**Report description:**

As Indonesians become more health-conscious, they are increasingly inclined to choose - and often willing to pay a premium for - soft drinks with added functional ingredients that can improve their general wellbeing, reduce the risk of certain diseases and alleviate the symptoms of common minor ailments. The pandemic helped to boost interest in health and wellness soft drinks and although the World Health Organisation declared the health crisis to be over in early 2023 consumers remained more he...

Euromonitor International's HW Soft 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW Soft 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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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.

## **Table of Contents:**

HW Soft Drinks in Indonesia  
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### List Of Contents And Tables

#### HW SOFT DRINKS IN INDONESIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Indonesians show growing demand for soft drinks with functional properties

Natural remains an important health and wellness claim as consumers increasingly value "clean label" products

New excise tax expected to steer consumers away from sugary soft drinks

##### PROSPECTS AND OPPORTUNITIES

Interest in soft drinks with beauty-oriented claims expected to rise

Good source of minerals set to remain the leading claim in value terms

Rising health-consciousness and new sugar tax set to benefit sales of healthier soft drinks options

##### CATEGORY DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

#### HEALTH AND WELLNESS IN INDONESIA

##### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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