

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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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

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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

DISCLAIMER

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