

**Asian Speciality Drinks in Indonesia**

Market Direction | 2024-12-11 | 27 pages | Euromonitor

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**Report description:**

Sales of Asian Specialty Drinks in Indonesia are set to experience strong off-trade volume growth in 2024. The affordability of these products plays a major role in driving demand, boosted by ongoing cut-price promotions from industry players, including the reintroduction of affordable offerings like Okky Jelly Drink. These promotional efforts are particularly appealing to price-sensitive consumers.

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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##### 2024 DEVELOPMENTS

Positive growth for Asian speciality drinks, driven by affordability, promotions, and consumer familiarity

Okky Jelly Drink regains market share with strategic pricing, flavour innovation, and engaging promotions

Cooling water products see stable performance despite limited innovations

##### PROSPECTS AND OPPORTUNITIES

Positive, albeit slowing growth expected amid maturity and rising competition

E-commerce will drive growth

Distribution will remain limited across foodservice channels

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