

## **Concentrates in Indonesia**

Market Direction | 2024-12-11 | 30 pages | Euromonitor

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### **Report description:**

Liquid concentrates are expected to see positive volume growth in off-trade channels in Indonesia in 2024, marking a recovery from the flat performance of the previous year. The category has been bolstered by a growing presence of street stall kiosks, which have expanded their offerings of sweet drinks. These kiosks, which were traditionally limited to serving drinks during Ramadan, are now visible all year-round along main roads, catering to thirsty consumers, especially during hot days. Concen...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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## Table of Contents:

Concentrates in Indonesia  
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### List Of Contents And Tables

#### CONCENTRATES IN INDONESIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Positive growth for liquid concentrates, thanks to widening availability through street stalls and affordability

Fruit-flavoured powder concentrates face ongoing challenges

Lasalle Food Indonesia continues to benefit from strategic marketing efforts

##### PROSPECTS AND OPPORTUNITIES

Slow but steady growth for concentrates, with liquid varieties leading the way

Powder concentrates set to experience flat performance as convenience becomes a factor

Traditional channels will remain dominant for powder concentrates, while modern channels will drive growth for liquid varieties

##### CATEGORY DATA

##### Concentrates conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 3 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

#### SOFT DRINKS IN INDONESIA

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

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Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Indonesia

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## SOURCES

Summary 2 Research Sources

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