

RTD Coffee in Indonesia

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

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Report description:

RTD coffee in Indonesia is poised for another year of positive growth in off-trade volume terms in 2024, continuing the trend of the previous year. Coffee consumption has firmly embedded itself into the lifestyle of Indonesian consumers across all demographics, with increasing popularity among both genders and various age groups. A key driver behind the growth of RTD coffee is its affordability of compared to coffee from consumer foodservice outlets. For example, a product from popular local cof...

Euromonitor International's RTD Coffee 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 RTD Coffee 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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Another good year for RTD coffee, driven by lifestyle factors and affordability

Local companies continue to lead the market

RTD coffee brands tackle price increases with strategic packaging and promotions

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