

RTD Tea in Indonesia

Market Direction | 2024-12-11 | 28 pages | Euromonitor

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Report description:

The RTD tea market in Indonesia is set to face another challenging year in 2024, with both off-trade and on-trade volume sales expected to see only slight increases. Weakening consumer purchasing power, particularly among the lower-middle-income segment, is a significant contributor to this lacklustre performance. Consumers in this group are increasingly sensitive to non-essential expenditures, leading to a heightened price sensitivity when it comes to purchasing beverages.

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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 Tea 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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Brands adjust promotional strategies to maintain stability in a mature market

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Modest growth for RTD, in light of high level of maturity and emerging competitors

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