

## Soft Drinks in Indonesia

Market Direction | 2024-12-11 | 92 pages | Euromonitor

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### Report description:

The soft drinks market in Indonesia continues to expand, although the pace of volume growth has slowed somewhat compared to the previous year. Cost-of-living concerns remain a significant challenge, with demand remaining below pre-pandemic levels. Indeed, the country experienced deflation for five consecutive months, from May to September 2024. This was primarily driven by weakened consumer purchasing power, amid a wave of layoffs across various industries, particularly in manufacturing. In addi...

Euromonitor International's Soft 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.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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.

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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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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