



Euromonitor
International

Asian Speciality Drinks in Indonesia

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Asian Speciality Drinks in Indonesia - Category analysis

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2025 DEVELOPMENTS

Affordable cup packaging and tradition drive growth, but innovation is needed

INDUSTRY PERFORMANCE

Strategic pricing drives off-trade gains, on-trade struggles

Enduring appeal of cooling water through tradition and targeted marketing

WHAT'S NEXT?

Navigating stagnation with enduring consumer trust

Bridging the innovation gap for younger demographics

COMPETITIVE LANDSCAPE

Okky Jelly Drink leads through innovation and unchallenged position

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KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price hikes and promotions shape performance of soft drinks in Indonesia

Health and wellness soft drinks expand into Indonesia's local grocers

Hygiene, convenience, and at-home consumption drive bulk bottled water growth

Mixed flavour combinations drive soft drink innovation

WHAT'S NEXT?

Future growth to be driven by economic recovery and strategic innovation

E-commerce's dynamic role in accessing niche markets

Impending sugar tax likely to lead to price hikes and reformulation

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