



**Euromonitor
International**

Other Hot Drinks in Indonesia

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Other Hot Drinks in Indonesia - Category analysis

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2025 DEVELOPMENTS

Value growth amidst saturation, driven by youth focus and innovation

INDUSTRY PERFORMANCE

Price hikes and large young consumer group propel value growth for other hot drinks

New variants and child-centric strategies drive growth for other plant-based hot drinks

WHAT'S NEXT?

Value growth for other hot drinks amidst saturation, led by plant-based innovation

Child-centric innovation to drive the future of other hot drinks in Indonesia

Dual strategy of discounts and school engagement will aim to drive brand loyalty

COMPETITIVE LANDSCAPE

Nestlé leads other hot drinks through brand strength and strategic innovation

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Hot Drinks in Indonesia - Industry Overview

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Price hikes and innovation drive value growth in hot drinks amidst channel shifts

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INDUSTRY PERFORMANCE

Price rises and innovation drive value growth in hot drinks

Price hikes drive coffee value sales, while tea finds volume growth in health and convenience

Growing matcha consumption impacts hot drinks, led by younger demographics

WHAT'S NEXT?

Value growth to be driven by price hikes and innovation amidst maturity

Hot drinks brands to blend promotions and education for enhanced loyalty

Electric motorcycle charging at convenience stores to fuel growth in hot drinks

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Leaders in hot drinks navigate intensifying competition

Innovation and distribution important for the top performers in hot drinks

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