



Euromonitor
International

RTD Tea in Indonesia

November 2025

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RTD Tea in Indonesia - Category analysis

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New brands and wider reach propel reduced sugar options to dynamic growth

WHAT'S NEXT?

Stagnation amidst saturation and street stall competition

Flavour innovation and design refreshment to drive Indonesian RTD tea

Navigating sugar tax challenges and embracing reduced sugar growth

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Agile strategy and strong brand image secure RTD tea leadership

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KEY DATA FINDINGS

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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

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