



Euromonitor  
International

# Energy Drinks in Indonesia

November 2025

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## [Energy Drinks in Indonesia - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strategic growth amidst evolving challenges and future shifts

#### INDUSTRY PERFORMANCE

Pricing and packaging strategies drive growth of energy drinks in 2025

New launches and wider reach in attempt to spark consumer engagement

#### WHAT'S NEXT?

Future growth to be tempered by consumer perception

Expanding reach and exploring healthier formulations

Sugar tax to potentially reshape the energy drink landscape in Indonesia

#### COMPETITIVE LANDSCAPE

Aggressive promotions and early mover advantage help maintain Asia Health Energi's leadership

Panther's wide reach and consistent strategy

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#### COUNTRY REPORTS DISCLAIMER

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### EXECUTIVE SUMMARY

Resilience and reformulation: Soft drinks navigate stagnation towards future growth

### 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

## COMPETITIVE LANDSCAPE

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Competitive pricing, widespread distribution, and market shifts propel Nipis Madu's growth

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## About Euromonitor International

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/energy-drinks-in-indonesia/report](http://www.euromonitor.com/energy-drinks-in-indonesia/report).