



Euromonitor
International

Sports Drinks in Indonesia

November 2025

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Performance, challenges, and future growth strategies

INDUSTRY PERFORMANCE

Slower growth amidst economic pressures and health awareness

Low penetration of sports drinks in Indonesia due to brand scarcity and consumer misconceptions

WHAT'S NEXT?

High prices and fierce competition to stifle stronger growth potential for sports drinks

Healthier formulations and smart packaging can help drive future adoption

Events and healthy lifestyle promotion in Indonesia

COMPETITIVE LANDSCAPE

Strategic penetration and experiential marketing secure Pocari Sweat's dominance

Tactical pricing and engagement propel volume growth of Isoplus in 2025

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Broad offerings and targeted promotions solidify leadership of convenience stores

Imported products and bulk deals strengthen e-commerce's position

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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

Danone's unwavering leadership through brand strength and strategic reach
Competitive pricing, widespread distribution, and market shifts propel Nipis Madu's growth

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