

Concentrates in Indonesia

January 2024

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Concentrates in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flat growth in the off-trade for concentrates in 2023 Players in powder concentrates attempt to boost sales with functional variants E-Commerce rises, while Lasalle Food maintains leadership

PROSPECTS AND OPPORTUNITIES

Volume sales unlikely to return to pre-pandemic levels by end of forecast period Small local grocers expected to remain leading distribution channel for concentrates Concentrates still holds potential for growth

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Soft Drinks in Indonesia - Industry Overview

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Fountain sales in Indonesia

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