



Euromonitor
International

Energy Drinks in Indonesia

November 2025

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2025 DEVELOPMENTS

Strategic growth amidst evolving challenges and future shifts

INDUSTRY PERFORMANCE

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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

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COUNTRY REPORTS DISCLAIMER

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