

Rtds in Indonesia

June 2023

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Rtds in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Orang Tua Group employs new strategies to support its RTDs performance
Failure to recover from the convenience store ban as category faces increasing competition
Online sales support RTDs' performance

PROSPECTS AND OPPORTUNITIES

More competition from other categories

Lack of new product innovation could hinder category growth

Consumers are price sensitive and more promotion is expected in the forecast period

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Alcoholic Drinks in Indonesia - Industry Overview

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Competitive landscape

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