Euromonitor International

HW Hot Drinks in Indonesia

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HW Hot Drinks in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mindful consumption is enabled by health claims

INDUSTRY PERFORMANCE

Consumers are keen to reduce sugar consumption
Mindful consumption drives demand for natural products
Other hot drinks offer a good source of vitamins

WHAT'S NEXT

Strong outlook for energy boosting properties
Natural will remain a prominent claim in hot drinks
Players to focus on functional hot beverage innovation

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value
Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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