

# HW Soft Drinks in Indonesia

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Soft drinks with added functional ingredients continue to gain popularity in Indonesia  
Natural still the leading health and wellness claim in value terms despite declining sales  
Immune support is the fastest growing claim in volume and value terms

#### PROSPECTS AND OPPORTUNITIES

Interest in soft drinks with beauty-oriented claims expected to rise  
Good source of minerals poised to become the leading claim in value terms  
Rising health-consciousness to benefit interest in organic produce

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Overview

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