



# Naturally Healthy Beverages in Indonesia

February 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

NH tea benefits from its healthy profile and wider availability as retail restrictions end  
Robust growth for NH superfruit juice as consumers look for the healthiest soft drinks  
Modern grocery retailers gains further ground in the distribution of NH beverages

### PROSPECTS AND OPPORTUNITIES

Highlighting the healthy characteristics of NH juice set to be integral to sales growth  
E-commerce set to emerge as a dynamic and increasingly important sales channel  
Opportunities to emerge to present NH beverages as a key part of a healthy lifestyle

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