



# HW Hot Drinks in Indonesia

January 2026

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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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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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