



Euromonitor
International

HW Soft Drinks in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health claims resonate well with consumers

INDUSTRY PERFORMANCE

Players ramp up their focus on vitamins
Good source of minerals is leading claim in soft drinks
Natural claims remain strong in bottled water

WHAT'S NEXT

New sugar tax will spur use of low/no sugar claims
Natural claims to support bottled water
Brands utilise experiential marketing to drive awareness of health claims

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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