



Euromonitor
International

RTD Coffee in Indonesia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Another good year for RTD coffee, driven by lifestyle factors and affordability
Local companies continue to lead the market
RTD coffee brands tackle price increases with strategic packaging and promotions

PROSPECTS AND OPPORTUNITIES

RTD coffee set for continued growth with new flavours and brand innovations
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PET bottles will remain popular, while cup packaging will gain ground

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Soft Drinks in Indonesia - Industry Overview

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