



Concentrates in Indonesia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth for liquid concentrates, thanks to widening availability through street stalls and affordability
Fruit-flavoured powder concentrates face ongoing challenges
Lasalle Food Indonesia continues to benefit from strategic marketing efforts

PROSPECTS AND OPPORTUNITIES

Slow but steady growth for concentrates, with liquid varieties leading the way
Powder concentrates set to experience flat performance as convenience becomes a factor
Traditional channels will remain dominant for powder concentrates, while modern channels will drive growth for liquid varieties

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