



# Concentrates in Indonesia

January 2024

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## Concentrates in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat growth in the off-trade for concentrates in 2023

Players in powder concentrates attempt to boost sales with functional variants

E-Commerce rises, while Lasalle Food maintains leadership

#### PROSPECTS AND OPPORTUNITIES

Volume sales unlikely to return to pre-pandemic levels by end of forecast period

Small local grocers expected to remain leading distribution channel for concentrates

Concentrates still holds potential for growth

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