



Euromonitor  
International

# RTD Tea in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD faces challenges of consumer price sensitivity and lack of innovation  
CS2 Pola Sehat maintains its lead, while Sinar Sosro PT boosts share through new product innovations and strategic marketing  
Brands adjust promotional strategies to maintain stability in a mature market

PROSPECTS AND OPPORTUNITIES

Modest growth for RTD, in light of high level of maturity and emerging competitors  
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Soft Drinks in Indonesia - Industry Overview

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