



# Juice in Indonesia

January 2024

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## Juice in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales continue to rise in both the off-trade and on-trade in 2023 as players aim to keep prices stable

Tirta Alam Segar stays ahead of the rest in 2023

100% juice still suffers in the on-trade

#### PROSPECTS AND OPPORTUNITIES

Off-trade growth will be modest during the forecast period, with on-trade sales rising faster

Low-price strategies to remain key focus with cup packaging at the fore

On-trade recovery still some way off, while health and wellness trends will support sales

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