



HW Soft Drinks in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Indonesians show growing demand for soft drinks with functional properties

Natural remains an important health and wellness claim as consumers increasingly value “clean label” products

New excise tax expected to steer consumers away from sugary soft drinks

PROSPECTS AND OPPORTUNITIES

Interest in soft drinks with beauty-oriented claims expected to rise

Good source of minerals set to remain the leading claim in value terms

Rising health-consciousness and new sugar tax set to benefit sales of healthier soft drinks options

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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