



Health and Wellness in Indonesia

January 2026

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Health and Wellness in Indonesia

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value

Urban consumers are key target audience

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Bright outlook for health and wellness

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HW Hot Drinks in Indonesia

KEY DATA FINDINGS

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Mindful consumption is enabled by health claims

INDUSTRY PERFORMANCE

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Mindful consumption drives demand for natural products

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INDUSTRY PERFORMANCE

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Consumers lean into good source of minerals claims

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