



Euromonitor
International

Health and Wellness in Indonesia

July 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Indonesia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sugar off the menu as Indonesians become more health conscious
- Natural claims remain popular but challenging economy puts pressure on sales
- No caffeine and energy boosting hot drinks find their audiences

PROSPECTS AND OPPORTUNITIES

- Interest in vegan, plant-based, lactose free and dairy free hot drinks set to rise
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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

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Rising interest in skin health

PROSPECTS AND OPPORTUNITIES

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Healthier rice options continue to fuel sales of staple foods in 2023

New dietary preferences see positive growth for vegan and plant-based claims

PROSPECTS AND OPPORTUNITIES

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