



Euromonitor
International

Hot Drinks in Indonesia

December 2025

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Price hikes and innovation drive value growth in hot drinks amidst channel shifts

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INDUSTRY PERFORMANCE

Price rises and innovation drive value growth in hot drinks

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WHAT'S NEXT?

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Santos Jaya Abadi leads through brand building and consumer engagement

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth amidst saturation, driven by youth focus and innovation

INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Value growth for other hot drinks amidst saturation, led by plant-based innovation
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