



Euromonitor
International

RTD Tea in Indonesia

November 2025

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RTD Tea in Indonesia - Category analysis

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2025 DEVELOPMENTS

Indonesian RTD tea faces stagnation amidst fierce competition, reduced sugar shines

INDUSTRY PERFORMANCE

Stagnation for RTD tea amidst saturation and on-trade challenges

New brands and wider reach propel reduced sugar options to dynamic growth

WHAT'S NEXT?

Stagnation amidst saturation and street stall competition

Flavour innovation and design refreshment to drive Indonesian RTD tea

Navigating sugar tax challenges and embracing reduced sugar growth

COMPETITIVE LANDSCAPE

Agile strategy and strong brand image secure RTD tea leadership

Modern retail and innovation propel key players in RTD tea

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in Indonesia - Industry Overview

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Resilience and reformulation: Soft drinks navigate stagnation towards future growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price hikes and promotions shape performance of soft drinks in Indonesia

Health and wellness soft drinks expand into Indonesia's local grocers

Hygiene, convenience, and at-home consumption drive bulk bottled water growth

Mixed flavour combinations drive soft drink innovation

WHAT'S NEXT?

Future growth to be driven by economic recovery and strategic innovation
E-commerce's dynamic role in accessing niche markets
Impending sugar tax likely to lead to price hikes and reformulation

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