



**Euromonitor
International**

HW Hot Drinks in Indonesia

July 2024

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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
Increasingly busy lifestyles should broaden the appeal of energy boosting hot drinks
Health and wellness hot drinks set to benefit from new product development as Hotto makes its mark

CATEGORY DATA

Table 1 - Sales of Hot 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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