



HW Hot Drinks in Indonesia

January 2026

Table of Contents

HW Hot Drinks in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mindful consumption is enabled by health claims

INDUSTRY PERFORMANCE

Consumers are keen to reduce sugar consumption

Mindful consumption drives demand for natural products

Other hot drinks offer a good source of vitamins

WHAT'S NEXT

Strong outlook for energy boosting properties

Natural will remain a prominent claim in hot drinks

Players to focus on functional hot beverage innovation

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Indonesia - Industry Overview

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

WHAT'S NEXT

Bright outlook for health and wellness

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