



Bottled Water in Indonesia

January 2024

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Bottled Water in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade sales rise but fail to make full recovery in 2023
Danone Aqua maintains leadership
On-trade growth sees slowdown as it struggles to recover to pre-pandemic sales levels

PROSPECTS AND OPPORTUNITIES

Competitive threats will intensify, potentially hampering category growth
Health trends to support future growth and inform innovation, while players focus on prices and pack sizes
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