

Carbonates in Indonesia

January 2024

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Carbonates in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade sales make full recovery, with orange carbonates continuing to expand

Coca Cola maintains leadership in 2023, while new player joins the fray

On-trade sales still lagging

PROSPECTS AND OPPORTUNITIES

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Promotions and product variety to remain key growth drivers in face of threat from health trends and possible legislative changes

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