

# HW Hot Drinks in Indonesia

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Mixed fortunes for sugar-related claims in coffee and other hot drinks

Natural still the leading health and wellness claim by value but overall sales decline

No caffeine, no problem

### PROSPECTS AND OPPORTUNITIES

Interest in plant-based, lactose free and dairy free hot drinks set to rise

Increasingly busy lifestyles should broaden appeal of energy boosting hot drinks

Positive outlook for vegetarian claims

### CATEGORY DATA

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[Health and Wellness in Indonesia - Industry Overview](#)

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Overview

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