

# HW Soft Drinks in Indonesia

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Soft drinks with added functional ingredients continue to gain popularity in Indonesia  
Natural still the leading health and wellness claim in value terms despite declining sales  
Immune support is the fastest growing claim in volume and value terms

### PROSPECTS AND OPPORTUNITIES

Interest in soft drinks with beauty-oriented claims expected to rise  
Good source of minerals poised to become the leading claim in value terms  
Rising health-consciousness to benefit interest in organic produce

### CATEGORY DATA

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

## EXECUTIVE SUMMARY

Overview

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