

# Tea in Indonesia

January 2024

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## Tea in Indonesia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Off-trade tea volumes recover to pre-pandemic levels

Black tea is key driver of growth

Unilever remains leading player, but "others" gain traction, thanks to growing number independent foodservice operators that purchase tea via retail channel

## PROSPECTS AND OPPORTUNITIES

Positive, yet but modest growth expected, with black tea leading the way

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