

RTD Tea in Indonesia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slows down in the off-trade and rises in the on-trade in 2023

Tirta Fresindo Jaya maintains leadership

Introduction of new flavour variants in a bid to stimulate interest

PROSPECTS AND OPPORTUNITIES

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PET bottles and cups will remain prevalent packaging formats, with sales supported by new flavours and persistent health trends

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