

# Sports Drinks in Indonesia

January 2024

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## Sports Drinks in Indonesia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Off-trade growth slows and fails to reach pre-pandemic levels in 2023

Amerta Indah Otsuka holds onto to its number one spot in face of intensifying competition

Convenience stores sees fastest growth in modern grocery retail channels while lifted restrictions boost sales among drivers

## PROSPECTS AND OPPORTUNITIES

Off-trade volume sales will fail to fully recover during forecast period, despite positive growth

Competitive landscape suffers from lack of new players, with health trends driving sales

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