



# Rtds in Indonesia

June 2023

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## Rtds in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Orang Tua Group employs new strategies to support its RTDs performance  
Failure to recover from the convenience store ban as category faces increasing competition  
Online sales support RTDs' performance

#### PROSPECTS AND OPPORTUNITIES

More competition from other categories  
Lack of new product innovation could hinder category growth  
Consumers are price sensitive and more promotion is expected in the forecast period

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Retailing developments  
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