

Fortified/Functional Beverages in Indonesia

<https://marketpublishers.com/r/F0B88B594D4EN.html>

Date: February 2022

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: F0B88B594D4EN

Abstracts

Fortified/functional beverages registered a positive sales performance over the course of 2021 after registering declining sales at the peak of the COVID-19 pandemic in 2020. One of the key factors supporting the strong recovery of category sales during the year was the promotional activity being undertaken by leading players. Various promotional campaigns were applied to popular brands during the year and these proved particularly effective in terms of boosting volume and value sales among a po...

Euromonitor International's Fortified/Functional Beverages in Indonesia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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