

Rtds in Indonesia

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Abstracts

As one of the biggest local producers of alcoholic drinks and RTDs in Indonesia, Orang Tua Group has sought to develop strategies to boost the performance of RTDs, which has struggled in recent years. Sales of RTDs have been on a trend of general decline ever since the presidential regulation in 2015 prohibited all alcoholic drinks sales in convenience stores, with this channel having previously been key to the distribution of RTDs in Indonesia. Consumers who drank RTDs used to hang out outside...

Euromonitor International's RTDs in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

Get a detailed picture of the RTDs 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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