

# PRESS RELEASE

## UNLOCK GROWTH WITH TETRA PAK INSIGHTS INTO INDONESIA'S RTD COFFEE BOOM

**Jakarta, Indonesia, 21 April 2025** – Tetra Pak, the world-leading food processing and packaging solutions provider, in partnership with Innova Market Insights, today unveiled latest insights from the global New Products Database and insights from the Innova Category Survey 2025. The study engaged 1,500 Indonesian consumers to uncover the latest consumer behaviours and trends shaping the Ready-to-Drink (RTD) coffee segment.

As one of the world's top coffee producers and exporters, Indonesia's coffee industry is forecast to reach USD 11.58 billion by 2025, with a compound annual growth rate of 3.5 percent through 2029<sup>1</sup>. According to the study, the expansion of Indonesia's ready-to-drink (RTD) coffee market is being driven by evolving lifestyle choices and a growing appreciation for coffee culture.

The findings revealed that Indonesians primarily consume RTD coffee for indulgent reasons such as good taste (64%), relaxation (62%), and happiness (50%)—highlighting an emotional and sensory connection with the category.

"Indonesia's coffee sector is experiencing unprecedented growth, fuelled by evolving consumer habits and a strong culture of coffee appreciation. This creates enormous opportunities for brands to innovate and cater to the new and evolving generation of coffee enthusiasts. The insights from these findings will empower established brands to pinpoint growth opportunities within their existing portfolios and enable new entrants to capitalise on this dynamic category," said **John Jose, Marketing Director for Malaysia, Singapore, Philippines, and Indonesia**.

### 4 EMERGING TRENDS SHAPING RTD COFFEE IN INDONESIA

The study identifies four influential trends expected to define the RTD coffee market over the next five years:

**Wellness Wave** - Health and wellness are taking center stage. A total of 42% of respondents said their purchase decisions are influenced by health claims, such as "made with real ingredients" or "natural." This trend points to a growing consumer focus on both physical and mental wellbeing.

**Sustainability** - Sustainability continues to shape consumer choices. Among various packaging aspects, recyclability ranks as the third most important reason why Indonesian consumers are willing to pay a premium. Yet many RTD coffee products have yet to reflect this shift, creating a clear opportunity for brands to lead with sustainable packaging options.

**Convenience Unlocked** - On-the-go lifestyles are changing how people consume coffee. 1 in 3 consumers drinks RTD coffee while out and about, making convenience a key factor in product appeal. Solutions that balance portability with quality are increasingly valuable.

**Experience More** - Younger consumers, particularly Gen Z, are seeking bold and immersive coffee experiences. 60% of Gen Z respondents prefer strong intensity over mild flavours. There's a growing opportunity for brands to connect with consumers by combining direct messaging with multi-sensory experiences that emphasise flavour and richness.

In the dynamic coffee market of Indonesia, understanding consumer preferences and industry trends is crucial for driving growth. Our latest research has revealed valuable insights into the evolving tastes and preferences of Indonesian coffee drinkers.

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<sup>1</sup> <https://www.statista.com/outlook/cmo/hot-drinks/coffee/indonesia>

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John stated, "At Tetra Pak, we are dedicated to supporting the industry's transformation. Our 50-year presence in Indonesia underscores our commitment to our customers' growth. Moving forward, we aim to turn these insights into actionable strategies that benefit our customers. Whether it's through introducing new product lines or exploring innovative packaging solutions, we are eager to collaborate with brands and manufacturers to deliver exceptional coffee experiences to the Indonesian market."

For more information and to stay updated on the latest RTD coffee trends in Indonesia, click [here](#)..

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## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com).



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