

Indonesia Tea Market (2025-2031) | Share, Revenue, Outlook, Industry, Size, Analysis, Forecast, Trends, Value, Growth & Companies
(<https://www.6wresearch.com/Industry-Report/Indonesia-Tea-Market>)

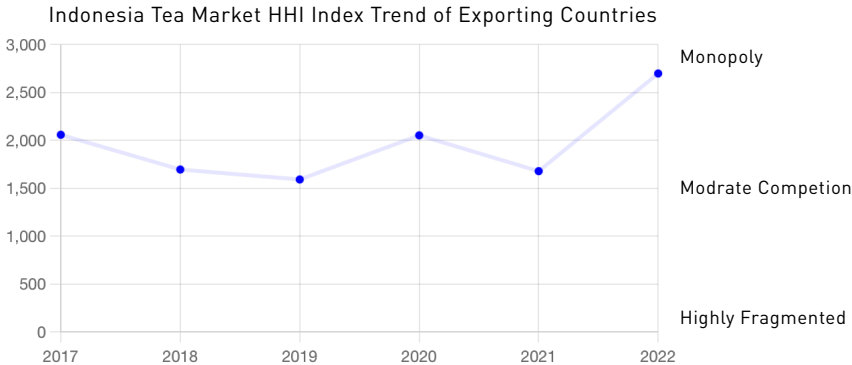
Market Forecast By Type (Green Tea, Black Tea, Oolong Tea, Fruit/Herbal Tea, Others), By Packaging (Plastic Containers, Loose Tea, Paperboards, Aluminum Tins, Tea Bags), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online Stores, Others), By Application (Residential, Commercial) And Competitive Landscape

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Report Description Table of Content Related Topics

Indonesia Tea Market Competition 2023

Indonesia Tea market currently, in 2023, has witnessed an HHI of 2699, Which has increased moderately as compared to the HHI of 2059 in 2017. The market is moving towards concentrated. Herfindahl index measures the competitiveness of exporting countries. The range lies from 0 to 10000, where a lower index number represents a larger number of players or exporting countries in the market while a large index number means fewer numbers of players or countries exporting in the market.



Source: 6Wresearch
Note: HHI Index which is also known as Herfindahl-Hirschman index measures the competition in the country where HHI less than 1500 means highly competitive; 1500-2500 means moderately competitive; 2500-6000 means concentrated and more than 6000 means highlyly concentrated

Indonesia Export Potential Assessment For Tea Market (Values in USD Thousand)

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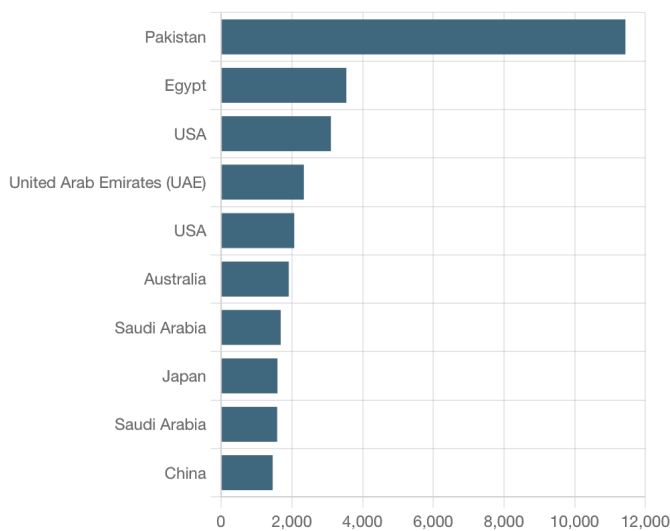
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Source: 6Wresearch

Note: Export potential is calculated by considering trade relations, duties, distance, tariffs, total import demand, GDP growth projection from IMF World Economic Outlook

For Indonesia Exporters of Tea, Pakistan seems to be the most attractive market (in 2028) in terms of export potential followed by Egypt, USA, United Arab Emirates (UAE) and USA. Also Pakistan offers high import demand potential for other countries as well in 2028.

Topics Covered in the Indonesia Tea Market Report

The **Indonesia Tea Market** Report thoroughly covers the market by type, packaging, distribution channel and application. The Indonesia Tea Market Outlook report provides an unbiased and detailed analysis of the ongoing Indonesia Tea Market trends, opportunities/high growth areas, and market drivers. This would help the stakeholders devise and align their market strategies according to the current and future market dynamics.

Indonesia Tea Market Synopsis

Indonesia Tea Market has been flourishing and is anticipated to grow more in the coming years. Tea is widely consumed across all demographics in Indonesia, and the country is a major player in the global tea market. There are a number of factors contributing to the growth of this market.

According to 6Wresearch, Indonesia Tea Market size is projected to rise at a CAGR of 4.16% during 2025-2031. One of the major drivers of this market is the consumers' increasing preference for healthier beverage options, like herbal or organic teas, over traditional caffeinated drinks such as coffee or soft drinks. This shift is driven by the perceived health benefits and affordability of these alternatives compared to other exotic beverages. Furthermore, Indonesia's beautiful tea estates and plantations have become popular tourist destinations, stimulating local economies and offering opportunities for tea-related experiences and education. Additionally, international trade agreements and partnerships play a significant role in shaping Indonesia tea trade market growth.

However, Indonesia's domestic tea industry is facing several challenges. There's a decrease in the area where tea is grown, and the industry lacks technology to improve productivity. Consumption and selling prices are dropping, and there's an increase in tea imports while exports decrease. Another challenge is the lack of recognition for Indonesian tea brands in international markets, making it hard for them to compete with more well-known brands from countries like India or Sri Lanka.

Tea Market in Indonesia: Leading Players

One of the biggest players in the Indonesia tea market is PT Unilever Indonesia Tbk, which owns popular tea brands such as Lipton and Sariwangi. The company has a strong presence in the country and is constantly innovating to meet the changing consumer demands. Another major player is PT Mayora Indah Tbk, which produces popular tea brands such as Teh Pucuk Harum and Kopiko. The company has a wide distribution network and invests heavily in marketing and promotion to maintain its market share.

PT Sinar Sosro, known for its popular tea brand Tehbotol Sosro, is also a key player in the Indonesia tea market. The company has been in the industry for over 40 years and has a strong brand recognition among Indonesian consumers.

Future Insights of the Market

One major trend in the Indonesian tea market is the shift towards healthier and more sustainable options. With increasing health awareness among consumers, there is a growing demand for organic and natural teas. This has led to an increase in the production of herbal, fruit, and flower-infused teas that are perceived as healthier alternatives to traditional black tea.

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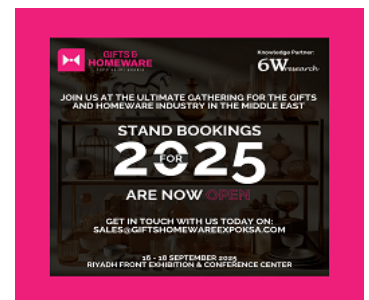
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