# Article information:

Proffhub Article - Market landscape of Energy drinks in Indonesia  
<http://article.proffhub.com/2019/12/02/energy-drinks/>

# Article summary:

1. The Indonesian energy drinks market has seen a decline in recent years, but the ready-to-drink (RTD) liquid format has experienced growth and now accounts for 41% of the total market.

2. Health consciousness among Indonesian consumers is a major challenge for energy drink companies, as these beverages are perceived as unhealthy and potentially addictive.

3. The main players in the Indonesian energy drinks market include Kratingdaeng, Panther, Hemaviton Energy, Proman, Kuku Bima Ener-G, Sting, M-150, Extra Joss, and Hemaviton Jreng. These companies are targeting low-income consumers and millennials to boost volume growth.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides an overview of the energy drinks market in Indonesia, highlighting its decline in recent years and the challenges faced by energy drink players. However, there are several potential biases and missing points of consideration in the article.

Firstly, the article mentions that the decline in the energy drinks market is due to growing health consciousness among Indonesian consumers. While this may be a factor, it fails to mention other possible reasons for the decline, such as increased competition from other beverage categories or changes in consumer preferences.

Additionally, the article states that energy drinks are perceived as unhealthy and have side effects on the human body. While this may be true for some individuals who consume excessive amounts of energy drinks, it does not provide a balanced view of their overall safety when consumed in moderation.

The article also claims that there is still room for growth in the energy drinks market since consumption is relatively low compared to neighboring countries like Vietnam and Thailand. However, it does not provide any evidence or data to support this claim.

Furthermore, the article focuses primarily on existing energy drink players' efforts to boost volume growth by targeting low-income consumers and millennials. It fails to explore potential risks associated with targeting these demographics, such as health concerns or negative perceptions of energy drinks among parents and healthcare professionals.

The competitive landscape section of the article provides information about key players in both the RTD liquid and powder segments but does not provide any analysis or comparison of their market share or strategies. This makes it difficult to assess their relative strengths and weaknesses.

Overall, the article lacks depth and analysis, relying mostly on general statements without providing sufficient evidence or exploring counterarguments. It also appears to have a promotional tone towards certain brands without presenting a balanced view of the industry.

# Topics for further research:

* Energy drink market competition in Indonesia
* Factors contributing to the decline of energy drinks in Indonesia
* Consumer preferences for beverages in Indonesia
* Safety of energy drinks when consumed in moderation
* Energy drink consumption trends in neighboring countries like Vietnam and Thailand
* Risks associated with targeting low-income consumers and millennials in the energy drink market

# Report location:

<https://www.fullpicture.app/item/5816b0b8c941dfb545f811a054369821>