NUFFOODS Spectrum
perspectives on food technologies & business
ASIA

WALOVI Expands Southeast Asia Footprint with Indonesia Launch and Distributor Partnerships

01 September 2026 | News

WALOVI signed strategic market cooperation agreements with local distributors, including PT SABANG MERAUKE TRADING

WALOVI, a natural plant-based beverage brand under Guangzhou Pharmaceutical Holdings (GPH), has expanded its presence in Southeast Asia with the launch of new products and market partnerships in Indonesia.

Following the official launch of its Singapore International Headquarters on August 24, WALOVI held its Global Investment Promotion and New Product Launch Conference in Jakarta, marking a further step in the brand’s regional expansion strategy.

At the event, WALOVI unveiled its Indonesia-Classic Can and Global Can product series. The Indonesia-Classic Can features Indonesian-language packaging and has been developed to cater to local consumer preferences, while the Global Can is positioned towards younger consumers across international markets.

As part of its Indonesia expansion, WALOVI signed strategic market cooperation agreements with local distributors, including PT SABANG MERAUKE TRADING. The partnerships are expected to support the distribution and market penetration of WALOVI’s natural plant-based beverage portfolio in Indonesia.

The event brought together around 200 participants, including representatives from Indonesia’s Investment Coordinating Board and Regional Potential Development Agency under the Ministry of Investment and Downstream Industry, local distributors and channel partners, as well as representatives from retail, catering and media organisations. Senior management from GPH and WALOVI also attended the event.

Indonesia is being positioned as a key market for WALOVI’s Southeast Asian expansion, supported by its large consumer base, tropical climate and established herbal beverage culture. The country’s extensive supermarket and convenience-store networks are also expected to provide opportunities for wider distribution of the brand’s products.

Earlier on the same day, GPH participated in the China (Guangdong)-Indonesia Investment and Business Environment Promotion Forum in Jakarta, where it sought to gain further insights into Indonesia's investment environment and business opportunities.

The latest move follows WALOVI's establishment of its Singapore International Headquarters and reflects the company's broader strategy of strengthening its presence across Southeast Asian markets.