

## **Baby Food in Indonesia**

Market Direction | 2022-09-06 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Sarihusada Generasi Mahardhika PT maintains its lead in baby food in Indonesia, supported by the strong performance of its SGM brand under powder baby milk formula where products are available from newborn to growing-up milk. Hence, as SGM covers a range of ages, the brand is better able to cement its position. SGM is also supported by its low- to mid-segment pricing, which caters to the largest population who purchase baby food in Indonesia, alongside a strong and stable brand image, wide distr...

Euromonitor International's Baby Food in Indonesia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- \* Get a detailed picture of the Baby Food 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Baby Food in Indonesia  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### BABY FOOD IN INDONESIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sarihusada Generasi Mahardhika PT maintains its lead in baby food, thanks to strength of budget SGM brand

Pack sizes perform differently across distribution channels for baby milk formula

Other baby food gains in popularity as ?baby snacks? become more widely available, with healthy positioning and attractive flavours

##### PROSPECTS AND OPPORTUNITIES

Emerging local brands compete within prepared baby food, thanks to organic and innovative positioning

Dried baby food remains the most prominent type, thanks to low prices and strong local traditions

E-commerce becomes increasingly popular for baby food sales

##### CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2017-2022

Table 2 Sales of Baby Food by Category: Value 2017-2022

Table 3 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 4 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

Table 6 NBO Company Shares of Baby Food: % Value 2018-2022

Table 7 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 8 Distribution of Baby Food by Format: % Value 2017-2022

Table 9 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 10 □Forecast Sales of Baby Food by Category: Value 2022-2027

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

##### DAIRY PRODUCTS AND ALTERNATIVES IN INDONESIA

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Baby Food in Indonesia

Market Direction | 2022-09-06 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com