

## **Yoghurt and Sour Milk Products in Indonesia**

Market Direction | 2022-09-06 | 20 pages | Euromonitor

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### **Report description:**

Yakult Indonesia Persada PT continues to lead yoghurt and sour milk products in Indonesia, with over half of all shares in the category. Yakult has a long-standing history in the country, and its success is supported by factors such as deep product awareness and positive brand equity among consumers, alongside wide distribution, and the overall strength of its distinctive and popular Yakult drinking yoghurt. Yakult has built its product awareness by deeply penetrating the Indonesian market throu...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

### **Why buy this report?**

- \* Get a detailed picture of the Yoghurt and Sour Milk Products 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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Cimory brand tipped as one to watch, thanks to ongoing innovative launches

Pandemic restrictions supported launch of domestic products in the category

#### **PROSPECTS AND OPPORTUNITIES**

Innovative and eye-catching packaging attracts consumers' attention, from convenient pouches to local designs

Sugar-free and reduced sugar products become more popular in line with rising health and wellness trends

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