

Edible Oils in Indonesia

Market Direction | 2022-11-07 | 20 pages | Euromonitor

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Report description:

Palm oil remains the dominant category within edible oils in Indonesia in 2022 in value and volume terms. It is commonly used for cooking on a daily basis and it has established a high level of acceptance amongst Indonesian consumers because of its extensive distribution and the wide variety of brands to choose from. In addition, demand for palm oil is supported by its affordable pricing, which has become an even more important factor in light of the prevailing economic uncertainty in the countr...

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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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EDIBLE OILS IN INDONESIA

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The COVID-19 crisis continues to exert a significant influence on demand for olive oil and other edible oils

Bimoli retains a strong lead as players focus on digital marketing to promote their products

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