

Plant-Based Dairy in Indonesia

Market Direction | 2022-09-01 | 18 pages | Euromonitor

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Report description:

Soy drinks is the best-known plant-based dairy category in Indonesia, followed by mung bean milk. Soy drinks have a long history in Indonesia and are enjoyed by many consumers. Such products' positioning in Indonesia is not so much as a milk alternative, but as another type of drink which is made from beans (soybean or mung beans, etc). Soy drinks also have wide distribution channels and are available in both retail and foodservice - although foodservice uses unbranded variants. In retail, brand...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based 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 Plant-based Dairy 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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2022 DEVELOPMENTS

Soy drinks remains the most commonly known plant-based dairy in Indonesia

Heinz ABC Indonesia PT leads plant-based dairy in Indonesia, thanks to existing strong logistics and networks

Imported brands in other plant-based milk test strategies via e-commerce before launching in physical stores

PROSPECTS AND OPPORTUNITIES

High pricing remains a block for other plant-based milk, with more affordable soy and mung bean variants the most popular

Social media plays a crucial role in introducing oat milk to consumers, from Instagram to key opinion leaders

Wider usage of other milk alternative in foodservice will also stimulate retail sales, thanks to higher consumer awareness

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