

## **Ice Cream in Indonesia**

Market Direction | 2023-06-22 | 21 pages | Euromonitor

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### **Report description:**

Unilever Indonesia Tbk PT is the leading player in 2023, holding just under half of all company shares. The company's success is thanks to its overall ice cream portfolio, including brands such as Paddle Pop, Wall's, Cornetto, Magnum, and Feast. However, in brand terms, Aice from Alpen Food Industry PT holds the top place, ahead of Unilever's second-placed Paddle Pop, followed by Wall's in third and Cornetto in fourth places.

Euromonitor International's Ice Cream 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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.

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##### 2023 DEVELOPMENTS

Unilever holds the top company spot due to strong portfolio, while Aice from Alpen Food Industry remains the most popular brand

Single portion ice cream register the fastest growth in Indonesia market

Brand Glico Wings sees a strong performance thanks to Japanese influence

##### PROSPECTS AND OPPORTUNITIES

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