

Drinking Milk Products in Indonesia

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

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Report description:

Nestle Indonesia PT maintains its lead in drinking milk products, thanks to offering a range of different brands, including Dancow, Bear Brand, Milo and other Nestle powder milk brands. Each of its brands enjoys strong awareness among consumers and the ranges are trusted as offering high quality, thus fuelling loyalty. These brands are also heavily advertised and promoted in order to attract consumers. In response to the COVID-19 outbreak, which forced consumers to stay at home, Nestle also prom...

Euromonitor International's Drinking 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking 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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Euromonitor International

September 2023

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Nestle Indonesia PT maintains its company lead, thanks to variety of well-known products to suit different tastes

Shelf stable milk remains the go-to option, due to offering convenience and affordability

PROSPECTS AND OPPORTUNITIES

Demand for fresh milk grows, especially among consumers in larger cities with better infrastructure

Fresh milk faces some competition from milk alternatives, but this remains niche

Drinking milk products also benefits from quick commerce trends and improved logistics

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