

Baby Food in Indonesia

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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Report description:

In Indonesia, current value sales of powdered milk formula have been primarily driven by price increases. However, price sensitivity among local consumers has led to a more cautious approach towards purchasing powdered milk formula. Moreover, the increasing awareness of the health benefits of breastfeeding has prompted more Indonesian mothers to opt for this natural feeding method, reducing volume demand for powdered milk formula. Various initiatives and campaigns promoting breastfeeding, couple...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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
September 2023

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E-commerce adaption developed during pandemic helps boosts sales

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