

Cheese in Indonesia

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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Report description:

The COVID-19 pandemic increased awareness and acceptance of cheese in Indonesia, which continues in 2023. During lockdown there was increased interest in cooking and baking at home, and cheese became more widely used as an ingredient. In addition, consumers sought out new and exciting dining and snacking experiences, which prompted many to explore different flavours and textures of cheese. The availability of different cheese products in retail stores in Indonesia has also played a crucial role...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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Euromonitor International
September 2023

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CHEESE IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic and increased offerings have increased awareness and acceptance of cheese in Indonesia

Kraft continues to dominate in 2023 thanks to its reputation as the go-to brand for processed cheese

Increased demand for artisanal cheese sees niche variants become available through specialist channels and e-commerce

PROSPECTS AND OPPORTUNITIES

Increasing number of locally produced artisanal cheese indicate more demand

Education will be crucial for category growth in the coming years

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SOURCES

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