

Drinking Milk Products in Indonesia

Market Direction | 2023-09-26 | 21 pages | Euromonitor

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Report description:

Growth in drinking milk, especially fresh milk, in Indonesia has been significantly supported by the rise of quick commerce. With their efficient delivery systems, quick commerce platforms such as Astro and Happy Fresh offer fast and reliable services that cater to the demands of consumers seeking fresh milk. Prompt delivery ensures that the product remains fresh on arrival, while the convenience of quick commerce aligns with fast-paced lifestyles. As quick commerce continues to expand and evolv...

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 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: 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Quick commerce supports growth of drinking milk, especially fresh variants

Shelf stable milk still accounts for significant share due to affordability and easy storage

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

PROSPECTS AND OPPORTUNITIES

Organic and lactose-free variants in shelf stable milk are set to benefit from ongoing health and wellness trend

Demand for fresh milk will continue to grow, especially in larger cities with better infrastructure

Drinking milk will benefit from quick commerce trends and improved logistics in the years ahead

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