

Yoghurt and Sour Milk Products in Indonesia

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

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Report description:

Yoghurt remains the best-performing product within the category in 2023, with a number of local producers entering the arena during the pandemic when the logistics of importing goods became more complex and costly. For example, The Good Gut started as an online business but is now increasingly available through supermarkets such as GrandLucky, The FoodHall, and Ranch Market. Other notable players include Cimory, ABC Kogen Dairy and Yoyic Dairy.

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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reliable information resources to help drive informed strategic planning.

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YOGHURT AND SOUR MILK PRODUCTS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Domestic yoghurt production increases post-pandemic as players see opportunities for growth
Convenience encourages widening acceptance, whether in the form of pouch packaging or rural direct selling
Yakult maintains its notable lead as other smaller players emerge

PROSPECTS AND OPPORTUNITIES

More innovation in packaging is set to attract younger consumers in the coming years
Quick commerce will support yoghurt's performance in forecast period
Sugar-free and reduced sugar products will gain traction thanks to the health and wellness trends

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