

Butter and Spreads in Indonesia

Market Direction | 2024-08-06 | 18 pages | Euromonitor

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Report description:

The market for butter and spreads in Indonesia is expected to maintain its positive growth trajectory into 2024. These products are regarded as essential staples in many households, being frequently utilised for cooking and baking. Despite the full reopening of foodservice establishments, retail demand for these products remains strong, due to their versatility and key role in a variety of recipes.

Euromonitor International's Butter and Spreads 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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BUTTER AND SPREADS IN INDONESIA

KEY DATA FINDINGS

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Popularity of butter increases, as consumers embrace global culinary trends
Upfield Indonesia continues to lead sales, thanks to strength of Blue Band margarine

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