

Indonesia Baby Food Products Market Forecast 2025-2032

Market Report | 2025-01-13 | 141 pages | Inkwood Research

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Report description:

KEY FINDINGS

The Indonesia baby food products market is anticipated to grow at a CAGR of 2.84% during the forecast period from 2025 to 2032. The market was valued at \$2527.09 million in 2024 and is expected to reach a revenue of \$3135.12 million by 2032. In terms of volume, the Indonesia baby food products market is anticipated to grow at a CAGR of -0.23% during the forecast period. The market was valued at 244.80 kilotons in 2024 and is expected to reach a volume of 237.61 kilotons by 2032.

MARKET INSIGHTS

The baby food products market in Indonesia has experienced substantial growth in recent years, primarily driven by increasing urbanization and a growing number of working mothers. In 2020, the population of Indonesia was approximately 273.5 million, with a labor force comprising around 134.6 million individuals. A significant proportion of this workforce consists of women, who now account for 51% of the working-age population, an increase from 45% in 1991. This demographic transformation has led to a heightened demand for convenient and nutritious baby food products as parents increasingly seek alternatives to traditional feeding practices.

Despite this growth, the market encounters several challenges. Economic factors, including a decrease in the employment-to-population ratio from 57.5% in 2019 to 54.8% in 2020, have influenced consumer spending behaviors. Additionally, the gender pay disparity, wherein men earn an average of 20-23% more than women, imposes financial constraints, particularly on households led by working women. Moreover, cultural preferences for traditional diets in rural areas continue to restrict the adoption of commercial baby food products. In these regions, over 80% of unpaid care work is still undertaken by women, further reinforcing conventional feeding practices.

Distribution channels play a pivotal role in ensuring the accessibility of baby food products in Indonesia. Hypermarkets and supermarkets have emerged as the primary sales outlets, followed by convenience stores and pharmacies. The growing prominence of e-commerce platforms has diversified distribution methods, appealing particularly to the tech-savvy segment of the population. Notably, approximately 75% of enterprises in Indonesia, including baby food sellers, report leveraging technology for flexible and remote work arrangements. This shift has increased productivity by 79%, indirectly supporting the growth of online sales.

Government initiatives aimed at enhancing child nutrition have also significantly influenced the market. For example, the proposed free meal program for school children and expectant mothers, with an allocated budget of \$28 billion, seeks to improve nutrition and address stunting. This condition affects 23% of Indonesian children. Such programs are anticipated to boost demand

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for dairy products and other nutritious baby food options.

A complex interplay of demographic trends, economic conditions, cultural preferences, and government policies shapes the Indonesian baby food products market. While there are prominent opportunities for growth, particularly in urban areas and through diversified channels such as e-commerce, challenges persist in extending market reach to rural regions and adapting to evolving consumer behaviors.

SEGMENTATION ANALYSIS

The report on the Indonesia baby food products market includes segmentation analysis on the basis of category and distribution channel.

Market by Category:

- Dried Baby Food
- Prepared Baby Food
- Other Baby Food
- Milk Formula
- Standard Milk Formula
- Follow-On Milk Formula
- Growing-Up Milk Formula
- Special Baby Milk Formula

Market by Distribution Channel:

- Retail Offline
- Retail E-Commerce

Inkwood Research's report on the Indonesia baby food products market provides in-depth insights as well as the market's segmentation analysis. The detailed evaluation of the market includes PESTLE Analysis, Market Maturity Analysis, Market Concentration Analysis, Value Chain Analysis, Key Buying Criteria, and Competitive Landscape.

COMPETITIVE INSIGHTS

Some of the prominent players in the Indonesia baby food products market include Abbott Indonesia PT, Fonterra Brands Indonesia PT, Frisian Flag Indonesia PT, etc.

Abbott Indonesia PT operates as a subsidiary of Abbott Laboratories, a leading global healthcare company. Abbott Laboratories specializes in the development, production, and distribution of a diverse range of healthcare products, including branded generic medicines, diagnostic tools, pediatric and adult nutrition products, and medical devices. These devices address key healthcare areas such as cardiovascular health, vascular care, neuromodulation, and rhythm management. The company also offers dietary supplements and mineral-based nutrition solutions.

Abbott Laboratories invests significantly in research and development, with facilities located in countries such as the United States, China, India, Colombia, Singapore, Spain, and the United Kingdom. Additionally, the company operates manufacturing plants worldwide to support its extensive product portfolio. Abbott's products are distributed across multiple regions, including North America, Latin America, Europe, the Middle East, Asia-Pacific, and Africa. The company's headquarters is based in Abbott Park, Illinois, USA.

Table of Contents:

TABLE OF CONTENTS

- 1. RESEARCH SCOPE & METHODOLOGY
 - 1.1. STUDY OBJECTIVES
 - 1.2. METHODOLOGY
 - 1.3. ASSUMPTIONS & LIMITATIONS
- 2. EXECUTIVE SUMMARY
 - 2.1. MARKET SIZE & ESTIMATES
 - 2.2. COUNTRY SNAPSHOT

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- 2.3. COUNTRY ANALYSIS
- 2.4. SCOPE OF STUDY
- 2.5. MAJOR MARKET FINDINGS
 - 2.5.1. RISING INCLINATION OF GROWTH TOWARD ORGANIC BABY FOOD PRODUCTS
 - 2.5.2. GROWING POPULARITY OF INFANT FORMULA
- 3. MARKET DYNAMICS
 - 3.1. KEY DRIVERS
 - 3.1.1. DEVELOPMENT OF ORGANIC AND HEALTH-FOCUSED FORMULAS IS CATERING TO EVOLVING PARENTAL PREFERENCES
 - 3.1.2. LIFESTYLE CHANGES AND INCREASING BIRTH RATES ARE DRIVING DEMAND FOR BABY FOOD PRODUCTS
 - 3.1.3. AVAILABILITY OF BABY FOOD THROUGH ORGANIZED RETAIL AND DIGITAL PLATFORMS TO DRIVE ACCESSIBILITY
 - 3.2. KEY RESTRAINTS
 - 3.2.1. SHIFTING PARENTAL PREFERENCE TOWARD HOMEMADE FOOD ALTERNATIVES LIMITS RELIANCE ON PACKAGED PRODUCTS
 - 3.2.2. HIGH COSTS OF ORGANIC BABY FOOD ARE EXPECTED TO CREATE BARRIERS FOR PRICE-SENSITIVE CONSUMERS
 - 3.2.3. INCREASED BREASTFEEDING RATES PROMOTED BY GOVERNMENT INITIATIVES REDUCE THE DEMAND FOR BABY FOOD
- 4. KEY ANALYTICS
 - 4.1. KEY MARKET TRENDS
 - 4.1.1. INNOVATIONS IN BABY FOOD FORMULATIONS AND PACKAGING AIMED AT CONVENIENCE AND WASTE REDUCTION
 - 4.1.2. INCREASING RELIANCE ON E-COMMERCE PLATFORMS AS A KEY DISTRIBUTION CHANNEL FOR BABY FOOD PRODUCTS
 - 4.1.3. DEVELOPMENT OF ECO-FRIENDLY AND PORTABLE PACKAGING SOLUTIONS ENHANCING PRODUCT APPEAL
 - 4.2. PESTLE ANALYSIS
 - 4.2.1. POLITICAL
 - 4.2.2. ECONOMICAL
 - 4.2.3. SOCIAL
 - 4.2.4. TECHNOLOGICAL
 - 4.2.5. LEGAL
 - 4.2.6. ENVIRONMENTAL
 - 4.3. PORTER'S FIVE FORCES ANALYSIS
 - 4.3.1. BUYERS POWER
 - 4.3.2. SUPPLIERS POWER
 - 4.3.3. SUBSTITUTION
 - 4.3.4. NEW ENTRANTS
 - 4.3.5. INDUSTRY RIVALRY
 - 4.4. GROWTH PROSPECT MAPPING FOR INDONESIA
 - 4.5. MARKET MATURITY ANALYSIS
 - 4.6. MARKET CONCENTRATION ANALYSIS
 - 4.7. VALUE CHAIN ANALYSIS
 - 4.7.1. RAW MATERIAL PROCUREMENT
 - 4.7.2. MANUFACTURING AND PROCESSING
 - 4.7.3. DISTRIBUTION AND LOGISTICS
 - 4.7.4. MARKETING AND CONSUMER ENGAGEMENT
 - 4.8. KEY BUYING CRITERIA
 - 4.8.1. NUTRITIONAL VALUE AND SAFETY
 - 4.8.2. TASTE AND TEXTURE SUITABILITY
 - 4.8.3. CONVENIENCE AND PACKAGING
 - 4.8.4. PRICE AND BRAND REPUTATION
- 5. MARKET BY CATEGORY (IN TERMS OF REVENUE: \$ MILLION & IN TERMS OF VOLUME: KILOTONS)
 - 5.1. DRIED BABY FOOD

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- 5.2. PREPARED BABY FOOD
- 5.3. OTHER BABY FOOD
- 5.4. MILK FORMULA
 - 5.4.1. STANDARD MILK FORMULA
 - 5.4.2. FOLLOW-ON MILK FORMULA
 - 5.4.3. GROWING-UP MILK FORMULA
 - 5.4.4. SPECIAL BABY MILK FORMULA
- 6. MARKET BY DISTRIBUTION CHANNEL
 - 6.1. RETAIL OFFLINE
 - 6.2. RETAIL E-COMMERCE
- 7. COMPETITIVE LANDSCAPE
 - 7.1. KEY STRATEGIC DEVELOPMENTS
 - 7.1.1. MERGERS & ACQUISITIONS
 - 7.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
 - 7.1.3. PARTNERSHIPS & AGREEMENTS
 - 7.1.4. BUSINESS EXPANSIONS & DIVESTITURES
 - 7.2. MARKET SHARE ANALYSIS
 - 7.3. BRAND SHARE ANALYSIS
 - 7.4. COMPANY PROFILES
 - 7.4.1. ABBOTT INDONESIA PT
 - 7.4.1.1. COMPANY OVERVIEW
 - 7.4.1.2. PRODUCT PORTFOLIO
 - 7.4.1.3. STRENGTHS & CHALLENGES
 - 7.4.2. FONTERRA BRANDS INDONESIA PT
 - 7.4.2.1. COMPANY OVERVIEW
 - 7.4.2.2. PRODUCT PORTFOLIO
 - 7.4.2.3. STRENGTHS & CHALLENGES
 - 7.4.3. FRISIAN FLAG INDONESIA PT
 - 7.4.3.1. COMPANY OVERVIEW
 - 7.4.3.2. PRODUCT PORTFOLIO
 - 7.4.3.3. STRENGTHS & CHALLENGES
 - 7.4.4. HEINZ ABC INDONESIA PT
 - 7.4.4.1. COMPANY OVERVIEW
 - 7.4.4.2. PRODUCT PORTFOLIO
 - 7.4.4.3. STRENGTHS & CHALLENGES
 - 7.4.5. INDOFOOD SUKSES MAKMUR TBK PT
 - 7.4.5.1. COMPANY OVERVIEW
 - 7.4.5.2. PRODUCT PORTFOLIO
 - 7.4.5.3. STRENGTHS & CHALLENGES
 - 7.4.6. MAHARDHIKA PT
 - 7.4.6.1. COMPANY OVERVIEW
 - 7.4.6.2. PRODUCT PORTFOLIO
 - 7.4.6.3. STRENGTHS & CHALLENGES
 - 7.4.7. MEAD JOHNSON INDONESIA PT
 - 7.4.7.1. COMPANY OVERVIEW
 - 7.4.7.2. PRODUCT PORTFOLIO
 - 7.4.7.3. STRENGTHS & CHALLENGES

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- 7.4.8. NESTLE INDONESIA PT
 - 7.4.8.1. COMPANY OVERVIEW
 - 7.4.8.2. PRODUCT PORTFOLIO
 - 7.4.8.3. STRENGTHS & CHALLENGES
- 7.4.9. NUTRICIA INDONESIA SEJAHTERA PT
 - 7.4.9.1. COMPANY OVERVIEW
 - 7.4.9.2. PRODUCT PORTFOLIO
 - 7.4.9.3. STRENGTHS & CHALLENGES
- 7.4.10. SARIHUSADA GENERASI MAHARDHIKA PT
 - 7.4.10.1. COMPANY OVERVIEW
 - 7.4.10.2. PRODUCT PORTFOLIO
 - 7.4.10.3. STRENGTHS & CHALLENGES
- 7.4.11. SANGHIANG PERKASA PT
 - 7.4.11.1. COMPANY OVERVIEW
 - 7.4.11.2. PRODUCT PORTFOLIO
 - 7.4.11.3. STRENGTHS & CHALLENGES
- 7.4.12. TEMPO SCAN PACIFIC TBK PT
 - 7.4.12.1. COMPANY OVERVIEW
 - 7.4.12.2. PRODUCT PORTFOLIO
 - 7.4.12.3. STRENGTHS & CHALLENGES
- 7.4.13. WYETH INDONESIA PT
 - 7.4.13.1. COMPANY OVERVIEW
 - 7.4.13.2. PRODUCT PORTFOLIO
 - 7.4.13.3. STRENGTHS & CHALLENGES

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