

Ice Cream in Indonesia

Market Direction | 2024-08-16 | 22 pages | Euromonitor

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Report description:

Ice cream in Indonesia is achieving small value and volume gains in 2024. That said, retail ice cream has recently faced competition from foodservice, with the on-trade channel seeing significant volume growth in the previous year. In the recent review period, we have seen the strong expansion of ice cream/soft cream dessert/bubble tea outlets such as Mixue, Momoyo, Ai-Cha, and BingXue across cities in Indonesia. Such stores offer prices comparable to retail impulse dairy ice cream, thus have pr...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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

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reliable information resources to help drive informed strategic planning.

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ICE CREAM IN INDONESIA

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Competition from bubble tea shops remains, although consumers switch from impulse to take-home ice cream

Price competition remains important, while players also target niche premium offerings

Impulse sales remain important through channels catering for on-the-go consumers

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