

Butter and Spreads in Indonesia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter and spreads maintain healthy growth thanks to home cooking and gradual recovery of the local economy
Small and medium enterprises support sales of butter and spread in 2023
Upfield Indonesia PT maintains its lead thanks to the strength of Blue Band in margarine

PROSPECTS AND OPPORTUNITIES

Sales through small and medium enterprises are expected to account for a sizeable portion of retail sales
New product development is expected to incorporate the health and wellness trend
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Dairy Products and Alternatives in Indonesia - Industry Overview

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DISCLAIMER

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