

# Dairy Products and Alternatives in Indonesia

September 2023

**Table of Contents** 

## Dairy Products and Alternatives in Indonesia

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key Trends in 2023

Competitive Landscape

Channel Developments

What next for dairy products and alternatives?

#### MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 5 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 6 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

# **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

# Baby Food in Indonesia

# KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Powder milk formula hit by higher prices while dried baby food remains affordable and widely popular

E-commerce adaption developed during pandemic helps boosts sales

Sarihusada Generasi Mahardhika PT maintains the lead in baby food in 2023, thanks to its budget brand

# PROSPECTS AND OPPORTUNITIES

Other baby food gains popularity thanks to increased product selections

Emerging small and medium enterprises offer prepared baby food to stimulate sales

Breastfeeding trend may impact performance of baby milk formula over the forecast period

# **CATEGORY DATA**

Table 8 - Sales of Baby Food by Category: Volume 2018-2023

Table 9 - Sales of Baby Food by Category: Value 2018-2023

Table 10 - Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 11 - Sales of Baby Food by Category: % Value Growth 2018-2023

Table 12 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 13 - NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 - LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 - Distribution of Baby Food by Format: % Value 2018-2023

Table 16 - Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 - Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

# Butter and Spreads in Indonesia

# **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

Convenience stores contribution to butter and spreads likely to increase over the forecast period

# CATEGORY DATA

- Table 20 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 21 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 29 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 30 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

#### Cheese in Indonesia

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Pandemic and increased offerings have increased awareness and acceptance of cheese in Indonesia

Kraft continues to dominate in 2023 thanks to its reputation as the go-to brand for processed cheese

Increased demand for artisanal cheese sees niche variants become available through specialist channels and e-commerce

#### PROSPECTS AND OPPORTUNITIES

Increasing number of locally produced artisanal cheese indicate more demand

Education will be crucial for category growth in the coming years

Quick commerce trends make e-commerce more attractive for cheese and other dairy players and consumers

## **CATEGORY DATA**

- Table 31 Sales of Cheese by Category: Volume 2018-2023
- Table 32 Sales of Cheese by Category: Value 2018-2023
- Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 34 Sales of Cheese by Category: % Value Growth 2018-2023
- Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 36 Sales of Soft Cheese by Type: % Value 2018-2023
- Table 37 Sales of Hard Cheese by Type: % Value 2018-2023
- Table 38 NBO Company Shares of Cheese: % Value 2019-2023
- Table 39 LBN Brand Shares of Cheese: % Value 2020-2023
- Table 40 Distribution of Cheese by Format: % Value 2018-2023
- Table 41 Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 42 Forecast Sales of Cheese by Category: Value 2023-2028
- Table 43 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Quick commerce supports growth of drinking milk, especially fresh variants

Shelf stable milk still accounts for significant share due to affordability and easy storage

Nestlé Indonesia PT maintains its lead, thanks to a variety of well-known products that suit different tastes

#### PROSPECTS AND OPPORTUNITIES

Organic and lactose-free variants in shelf stable milk are set to benefit from ongoing health and wellness trend
Demand for fresh milk will continue to grow, especially in larger cities with better infrastructure
Drinking milk will benefit from quick commerce trends and improved logistics in the years ahead

# **CATEGORY DATA**

- Table 45 Sales of Drinking Milk Products by Category: Volume 2018-2023
- Table 46 Sales of Drinking Milk Products by Category: Value 2018-2023
- Table 47 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
- Table 48 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
- Table 49 NBO Company Shares of Drinking Milk Products: % Value 2019-2023
- Table 50 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
- Table 51 Distribution of Drinking Milk Products by Format: % Value 2018-2023
- Table 52 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
- Table 53 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
- Table 54 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
- Table 55 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

# 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

# **CATEGORY DATA**

- Table 56 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
- Table 60 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
- Table 61 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
- Table 62 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
- Table 63 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
- Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

## Other Dairy in Indonesia

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cream's strong performance is supported by emerging small and mid-sized bakeries

Coffee whiteners performance is impacted by instant 3-in-1 coffee in 2023, but coconut cream maintains stable growth

Frisian Flag Indonesia PT maintains its lead in 2023 thanks to strategically placed brands

# PROSPECTS AND OPPORTUNITIES

Condensed milk will continue to benefit from versatility and e-commerce sales will increase as local consumers prioritise convenience

Increased costs are set to influence competition in the coming years

Other dairy will benefit from quick commerce developments over the forecast period

#### **CATEGORY DATA**

Table 68 - Sales of Other Dairy by Category: Volume 2018-2023

Table 69 - Sales of Other Dairy by Category: Value 2018-2023

Table 70 - Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 71 - Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 72 - Sales of Cream by Type: % Value 2018-2023

Table 73 - NBO Company Shares of Other Dairy: % Value 2019-2023

Table 74 - LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 75 - Distribution of Other Dairy by Format: % Value 2018-2023

Table 76 - Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 77 - Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

# Plant-Based Dairy in Indonesia

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Soy milk remains the main contributor to plant-based dairy sales in 2023, but oat milk gains traction

Heinz ABC Indonesia PT leads plant-based dairy, thanks to existing strong logistics and networks

Plant-based dairy concept and awareness is driven by the internet

### PROSPECTS AND OPPORTUNITIES

Social media will play a crucial role in introducing new plant-based dairy variants to consumers, via key opinion leaders and platforms such as Instagram

Wider use in foodservice will boost awareness but high prices and unpackaged products remain a challenge

E-Commerce will support category growth by offering a wider variety of products

# **CATEGORY DATA**

Table 80 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 82 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 83 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 84 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 85 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 86 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 87 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-indonesia/report.