

Butter and Margarine in Indonesia

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Abstracts

Butter and margarine in Indonesia recorded a slight slowdown in 2017 compared to the overall review period CAGR. The slowdown in butter and margarine was due to its maturity and an increase in health and wellness awareness among Indonesian consumers. They are aware that excess consumption of butter and margarine may lead to unwanted health problems such as obesity and cardiovascular disease. On the other hand, the performance of butter and margarine in foodservice showed faster volume growth com...

Euromonitor International's Butter and Margarine in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set 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 Margarine 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 reliable information resources to help drive informed strategic planning.

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