

Dairy Packaging in Indonesia

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Abstracts

The growth of drinking milk product packaging in Indonesia's dairy industry is driven by various factors, such as the expansion of the urban population and busier lifestyles. The rising middle class with increased purchasing power is also contributing to this trend. Heightened awareness of health and nutrition has also played a significant role, with strategic marketing efforts by dairy companies having effectively captured consumer interest. Moreover, the diversification of milk-based products...

Euromonitor International's Dairy Packaging in Indonesia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

Get a detailed picture of the Dairy Packaging 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Drinking milk product packaging grows in 2022 due to rising health awareness
Yoghurt remains in strong demand, boosting the usage of other plastic bottles
HomeTown redesigns its packaging to communicate its USP effectively in 2022

PROSPECTS AND OPPORTUNITIES

The 65g pack is expected to remain the most popular size over the forecast period
HDPE bottles expected to see strong growth in flavoured milk drinks and yoghurt

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