

# Plant-Based Dairy in Indonesia

<https://marketpublishers.com/r/PF5FA5357243EN.html>

Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: PF5FA5357243EN

## Abstracts

Soy drinks is the best-known and most popular plant-based dairy sub-category in Indonesia, followed by mung bean milk. Soy drinks have a long history in Indonesia and are enjoyed by many consumers. Their positioning is not so much as a milk alternative but simply as another type of drink which is made from beans (soybean or mung beans, etc). Soy drinks also have wide distribution channels and are available in both retail and foodservice, although the latter uses unbranded variants. In retail, br...

Euromonitor International's Plant-based Dairy 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

Get a detailed picture of the Plant-based Dairy 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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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

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