

# Sustainability in Indonesia

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## Abstracts

Reducing plastic use and reducing food waste is well-established in Indonesia, with over 40% of consumers identifying as Zero Wasters. This creates substantial opportunities, as half of these consumers are willing to pay more for sustainable goods. Staple Foods is the largest market size, where Natural products are widely available, and there is an opportunity to expand Vegan and Plant-based claims, aligning with 40% of consumers who identify as Meat Avoiders. There is an opportunity to increase...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

Get a detailed picture of the Sustainability 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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