

# Unilever Indonesia Tbk PT in Packaged Food (Indonesia)

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## Abstracts

Unilever Indonesia is set to focus on marketing and new product development in the short to medium term. The packaged food side of the business is expected to invest heavily to deepen its penetration in the foodservice channel under Unilever Food Solutions. In addition, as foodservice sales are also made through the retail channel, marketing is likely to be a key strategy.

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**Product coverage:** Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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