

# Indonesia Probiotics Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/ID65227EA8FDEN.html>

Date: June 2020

Pages: 74

Price: US\$ 2,850.00 (Single User License)

ID: ID65227EA8FDEN

## Abstracts

Indonesia Probiotics Market is expected to grow at a compound annual growth rate of 11.29% over the forecast period to reach a market size of US\$157.629 million in 2025 from US\$82.964 million in 2019. As far as economies like Indonesia are concerned, lives have become even more fast-paced due to technological advancements and the changing nature of deliverables as well as rotational working hours. There has been a surge in the need for meal-on-the-go, meal kits. The pure-play online digitally delivery food and beverage servers are increasingly offering an all-inclusive meal option among the myriad of a la carte serving over their digital menus which the consumers, who are namely digital adopters, are keen on due to the convenience associated with such options. On the other hand, the consumption behavior of multichannel adapters spans over a variety of food and beverage establishments, viz. convenience stores like traditional shoppers. However, their rationale is that of speed and convenience, hence they will also prefer fast food establishments. They are also keen on frequenting fine dining options to acquaint themselves with a celebrated preparation that may have received a lot of media attention recently. Further, they will also turn to digital delivery options if they are highly recommended by their acquaintances. A mix of traditionalist and experimentalist consumers across all age group frequent pubs, local eateries, bars, fine dining establishments along with other types of food and beverage establishments. Thus, the food and beverage expenditure that is consequent of the habits and inclination has surged which conversely has led to a somewhat neglect of the digestive health which the consumers, especially those in the cities have increasingly become aware of.

Therefore, in cognizance of this consumer trend that is surging upward, various developments have taken place in the Indonesia Probiotics Market that includes research initiatives funded by probiotic makers as well is poised to fuel a healthy growth

during the forecast period. China Mengniu Dairy Company Limited (HKEX Stock Code: 2319), a leading dairy product manufacturer in China, commenced operation in November 2017 at its new 'Mengniu YoyiC Dairy Factory' in Cikarang, West Java, Indonesia. The YoyiC probiotics beverage and yogurt products the factory puts out are made with milk from quality milk sources in Oceania and Indonesia, applying Mengniu's world-leading production technology and quality control system. New probiotics developed by Mengniu and esteemed Danish R&D institutes are added in the products targeting mid-market to high-end consumers. Further, the combination of population growth and strong economic growth between 1998 and 2008 resulted in Indonesian meat consumption more than its double. Over the 20 years to 2018 from 1998, per person, meat consumption has grown strongly in Indonesia (by 89%). A rapid rise in fish consumption has been driven by strong growth in domestic fish production compared with other meats. Fish remains the dominant source of protein in Indonesia, accounting for around two-thirds of meat consumption—largely unchanged from 1998. Per person consumption in Indonesia increased markedly with small increases in income over the period [ Department of Agriculture, Water and the Environment, Australia]. Thus, to sustain healthy livestock farming capabilities there is an increased prospect of probiotics in animal feed sector as well.

## Segmentation

### By Application

Functional Food and Beverages

Dietary Supplements

Animal Feed

### By End-User

Human

Animal

### By Ingredient

Bacteria

§ Lactobacilli

§ Bifidobacterium

§ Streptococcus Thermophilus

Yeast

By Function

Regular

Preventative Healthcare

Therapeutic

By Type

Lactobacillus

Streptococcus

Bifidobacterium

Spore Formers

Others

By Form

Liquid

Dry

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