

Cheese in Indonesia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic and increased offerings have increased awareness and acceptance of cheese in Indonesia

Kraft continues to dominate in 2023 thanks to its reputation as the go-to brand for processed cheese

Increased demand for artisanal cheese sees niche variants become available through specialist channels and e-commerce

PROSPECTS AND OPPORTUNITIES

Increasing number of locally produced artisanal cheese indicate more demand

Education will be crucial for category growth in the coming years

Quick commerce trends make e-commerce more attractive for cheese and other dairy players and consumers

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