

# Other Dairy in Indonesia

September 2023

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## Other Dairy in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cream's strong performance is supported by emerging small and mid-sized bakeries

Coffee whiteners performance is impacted by instant 3-in-1 coffee in 2023, but coconut cream maintains stable growth

Frisian Flag Indonesia PT maintains its lead in 2023 thanks to strategically placed brands

#### PROSPECTS AND OPPORTUNITIES

Condensed milk will continue to benefit from versatility and e-commerce sales will increase as local consumers prioritise convenience

Increased costs are set to influence competition in the coming years

Other dairy will benefit from quick commerce developments over the forecast period

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