

Drinking Milk Products in Indonesia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Quick commerce supports growth of drinking milk, especially fresh variants

Shelf stable milk still accounts for significant share due to affordability and easy storage

Nestlé Indonesia PT maintains its lead, thanks to a variety of well-known products that suit different tastes

PROSPECTS AND OPPORTUNITIES

Organic and lactose-free variants in shelf stable milk are set to benefit from ongoing health and wellness trend

Demand for fresh milk will continue to grow, especially in larger cities with better infrastructure

Drinking milk will benefit from quick commerce trends and improved logistics in the years ahead

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