

Yoghurt and Sour Milk Products in Indonesia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Domestic yoghurt production increases post-pandemic as players see opportunities for growth
Convenience encourages widening acceptance, whether in the form of pouch packaging or rural direct selling
Yakult maintains its notable lead as other smaller players emerge

PROSPECTS AND OPPORTUNITIES

More innovation in packaging is set to attract younger consumers in the coming years
Quick commerce will support yoghurt's performance in forecast period
Sugar-free and reduced sugar products will gain traction thanks to the health and wellness trends

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Dairy Products and Alternatives in Indonesia - Industry Overview

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