

Edible Oils in Indonesia

January 2024

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Edible Oils in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High price of palm oil continues to impact performance of edible oils category
Cut price promotions employed to attract consumer attention
New leader in edible oils as players focus on digital marketing to promote their products

PROSPECTS AND OPPORTUNITIES

Edible oils expected to take some time to recover
Healthier products, including olive, corn and soy oil, expected to register positive growth
Frying cooking trend will continue to exert a positive impact on the edible oils category

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