



Euromonitor
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Butter and Spreads in Indonesia

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Butter and spreads sees slowed growth in 2025
- Upfield leads with popular Blue Band brand
- Small local grocers remains favoured channel as convenience stores continues to expand

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Dairy Products and Alternatives in Indonesia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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