



Euromonitor
International

HW Dairy Products and Alternatives in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong emphasis on health claims

INDUSTRY PERFORMANCE

Plant-based drinking milk products are expanding
Good source of minerals is led by milk formula
Drinking milk products are positioned as good source of vitamins

WHAT'S NEXT

Expansion of plant-based dairy shows promise
Innovations are expected to focus on good source of minerals
Promising outlook for good source of vitamins

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value
Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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