

Baby Food in Indonesia

August 2024

Table of Contents

Baby Food in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant performance for baby food, in light of ongoing price hikes and growing popularity of breastfeeding

Shift towards e-commerce will slow in 2024

Sarihusada Generasi Mahardhika continues to lead sales

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected for standard formula milk, as breastfeeding grows in popularity Follow-on and growing-up milk will see competition from more economical and convenient alternatives Other baby food and dried baby food will see robust performances

CATEGORY DATA

- Table 1 Sales of Baby Food by Category: Volume 2019-2024
- Table 2 Sales of Baby Food by Category: Value 2019-2024
- Table 3 Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 4 Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
- Table 6 NBO Company Shares of Baby Food: % Value 2020-2024
- Table 7 LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 8 Distribution of Baby Food by Format: % Value 2019-2024
- Table 9 Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 10 Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 11 Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-indonesia/report.