

Plant-Based Dairy in Indonesia

August 2024

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Plant-Based Dairy in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of plant-based alternatives

Manufacturers drive expansion through introduction of smaller packaging and widening distribution

Innovative collaborations drive growth

PROSPECTS AND OPPORTUNITIES

Promising future for plant-based dairy in Indonesia, although pricing will remain significant factor

Manufacturers will seek to expand penetration through educational efforts and leveraging online and offline channels

Sugar-free products will gain traction

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