



Euromonitor
International

Baby Food in Indonesia

August 2024

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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
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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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