



Butter and Spreads in Indonesia

August 2024

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Butter and Spreads in Indonesia - Category analysis

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2024 DEVELOPMENTS

Butter and spreads continues on its positive growth trajectory
Popularity of butter increases, as consumers embrace global culinary trends
Upfield Indonesia continues to lead sales, thanks to strength of Blue Band margarine

PROSPECTS AND OPPORTUNITIES

Small and medium enterprises will support sales of butter and spreads
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DISCLAIMER

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