



Euromonitor  
International

# Ice Cream in Indonesia

August 2024

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## Ice Cream in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Competition from bubble tea shops remains, although consumers switch from impulse to take-home ice cream

Price competition remains important, while players also target niche premium offerings

Impulse sales remain important through channels catering for on-the-go consumers

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