



Euromonitor
International

Ice Cream in Indonesia

August 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

Ice cream sees ongoing growth opportunities in Indonesia
Innovation in flavours remains important to drive impulse ice cream
Multipack purchases may become more common in e-commerce

CATEGORY DATA

- Table 1 - Sales of Ice Cream by Category: Volume 2019-2024
- Table 2 - Sales of Ice Cream by Category: Value 2019-2024
- Table 3 - Sales of Ice Cream by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Ice Cream by Category: % Value Growth 2019-2024
- Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
- Table 6 - Sales of Impulse Ice Cream by Format: % Value 2019-2024
- Table 7 - NBO Company Shares of Ice Cream: % Value 2020-2024
- Table 8 - LBN Brand Shares of Ice Cream: % Value 2021-2024
- Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
- Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
- Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
- Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
- Table 13 - Distribution of Ice Cream by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Ice Cream by Category: Volume 2024-2029
- Table 15 - Forecast Sales of Ice Cream by Category: Value 2024-2029
- Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Snacks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 18 - Sales of Snacks by Category: Volume 2019-2024
- Table 19 - Sales of Snacks by Category: Value 2019-2024
- Table 20 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 21 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 22 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 23 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 24 - Penetration of Private Label by Category: % Value 2019-2024
- Table 25 - Distribution of Snacks by Format: % Value 2019-2024
- Table 26 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 27 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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