



Euromonitor  
International

# HW Dairy Products and Alternatives in Indonesia

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Interest in plant-based dairy products and alternatives remains strong

Good source of minerals remains an important health and wellness claim especially in baby food

Rising interest in skin health

#### PROSPECTS AND OPPORTUNITIES

Lactose free dairy products and alternatives set to benefit from increasing awareness of food intolerances and their impact on health

Good source of minerals will remain the leading claim by some distance

Vegan, vegetarian and plant-based products seen to have significant potential

#### CATEGORY DATA

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## Health and Wellness in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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