

# Dairy Packaging in Indonesia

September 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Drinking milk product packaging grows in 2022 due to rising health awareness

Yoghurt remains in strong demand, boosting the usage of other plastic bottles

HomeTown redesigns its packaging to communicate its USP effectively in 2022

### PROSPECTS AND OPPORTUNITIES

The 65g pack is expected to remain the most popular size over the forecast period

HDPE bottles expected to see strong growth in flavoured milk drinks and yoghurt

## Dairy Packaging in Indonesia - Company Profiles

## Packaging Industry in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable

Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective

Alcoholic drinks brands are incorporating slogans in their packaging

Increased demand for deodorants leads to rise in usage of metal aerosol cans

Biodegradable plastic packaging is gaining traction in the home care industry

### PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

### RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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