

Ice Cream in Indonesia

June 2023

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Ice Cream in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unilever holds the top company spot due to strong portfolio, while Aice from Alpen Food Industry remains the most popular brand Single portion ice cream register the fastest growth in Indonesia market

Brand Glico Wings sees a strong performance thanks to Japanese influence

PROSPECTS AND OPPORTUNITIES

Further development of Q-commerce is likely to positively benefit ice cream sales Sales of take-home ice cream set for low growth over the forecast period Creative new product launch is stimulating the ice cream industry in Indonesia

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