

Plant-Based Dairy Packaging in Indonesia

September 2023

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Plant-Based Dairy Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health consciousness helps plant-based milk packaging continue to record strong growth in 2022

Brick liquid cartons are the preferred pack type due to their extended shelf life

Pack sizes of 300ml and below dominate sales thanks to their suitability for on-the-go consumption

PROSPECTS AND OPPORTUNITIES

E-commerce and social media expected to help drive growth in plant-based dairy

Shaped liquid cartons to gain share as they offer consumers convenience

Plant-Based 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 brick 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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