

# Yoghurt and Sour Milk Products in Indonesia

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Domestic yoghurt production increases post-pandemic as players see opportunities for growth  
Convenience encourages widening acceptance, whether in the form of pouch packaging or rural direct selling  
Yakult maintains its notable lead as other smaller players emerge

#### PROSPECTS AND OPPORTUNITIES

More innovation in packaging is set to attract younger consumers in the coming years  
Quick commerce will support yoghurt's performance in forecast period  
Sugar-free and reduced sugar products will gain traction thanks to the health and wellness trends

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