

Plant-Based Dairy in Indonesia

September 2023

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Plant-Based Dairy in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Soy milk remains the main contributor to plant-based dairy sales in 2023, but oat milk gains traction

Heinz ABC Indonesia PT leads plant-based dairy, thanks to existing strong logistics and networks

Plant-based dairy concept and awareness is driven by the internet

PROSPECTS AND OPPORTUNITIES

Social media will play a crucial role in introducing new plant-based dairy variants to consumers, via key opinion leaders and platforms such as Instagram

Wider use in foodservice will boost awareness but high prices and unpackaged products remain a challenge

E-Commerce will support category growth by offering a wider variety of products

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