

Baby Food in Indonesia

September 2022

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Baby Food in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sarihusada Generasi Mahardhika PT maintains its lead in baby food, thanks to strength of budget SGM brand

Pack sizes perform differently across distribution channels for baby milk formula

Other baby food gains in popularity as “baby snacks” become more widely available, with healthy positioning and attractive flavours

PROSPECTS AND OPPORTUNITIES

Emerging local brands compete within prepared baby food, thanks to organic and innovative positioning

Dried baby food remains the most prominent type, thanks to low prices and strong local traditions

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