

Ice Cream and Frozen Desserts in Indonesia

July 2021

Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased home consumption benefits larger formats due to convenience and better value for money
Artisanal ice cream enjoys rising popularity with increased options available online and consumers seeking new experiences
Opposing strategies by leading players lead to a competitive environment

PROSPECTS AND OPPORTUNITIES

Huge potential for growth of ice cream, but speed of recovery to depend on COVID-19 safety measures
Price and location will be key factors in brand recovery; Aice set to benefit
New product development and new players expected to drive growth

CATEGORY DATA

Table 1 - Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021
Table 2 - Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021
Table 3 - Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021
Table 4 - Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021
Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2016-2021
Table 6 - Sales of Impulse Ice Cream by Format: % Value 2016-2021
Table 7 - NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021
Table 8 - LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021
Table 9 - NBO Company Shares of Ice Cream: % Value 2017-2021
Table 10 - LBN Brand Shares of Ice Cream: % Value 2018-2021
Table 11 - NBO Company Shares of Impulse Ice Cream: % Value 2017-2021
Table 12 - LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021
Table 13 - NBO Company Shares of Take-home Ice Cream: % Value 2017-2021
Table 14 - LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021
Table 15 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021
Table 16 - Distribution of Ice Cream by Format: % Value 2016-2021
Table 17 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026
Table 18 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026
Table 19 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026
Table 20 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

Snacks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2021: The big picture
Key trends in 2021
Competitive landscape
Channel developments
What next for snacks?
Chart 1 - Snacks Value Sales Growth Scenarios: 2019-2026
Chart 2 - Snacks Impact of Drivers on Value Sales: 2019-2026

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2016-2021
Table 22 - Sales of Snacks by Category: Value 2016-2021
Table 23 - Sales of Snacks by Category: % Volume Growth 2016-2021
Table 24 - Sales of Snacks by Category: % Value Growth 2016-2021
Table 25 - NBO Company Shares of Snacks: % Value 2017-2021
Table 26 - LBN Brand Shares of Snacks: % Value 2018-2021

Table 27 - Penetration of Private Label by Category: % Value 2016-2021

Table 28 - Distribution of Snacks by Format: % Value 2016-2021

Table 29 - Forecast Sales of Snacks by Category: Volume 2021-2026

Table 30 - Forecast Sales of Snacks by Category: Value 2021-2026

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 - Research Sources

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