

Market Trend Jelly/Pudding and Market Examples

Asian pudding is slightly different to Western pudding. In Indonesia, pudding's recipes is used unflavoured or flavoured agar-agar powder or konyaku powder, which has similar texture to gelatin.

The global jam, jelly, and preserves market is expected to reach 9.3 billion by 2022, growing at a 3.2% CAGR during the forecast period (Mordor Intelligence, 2017).

The jelly/pudding products are driven by the convenience of food supplement items, preference for ready-to-eat products, multiple distribution channels, changing lifestyles and food preferences due to urbanization, and the popularity of versatile flavored food materials. Innovative product development with new flavors of untraditional fruits and organic products is an opportunity for market players (Mordor Intelligence, 2017).

Market Examples



Vita Pudding



Dyna Pudding



Inaco Pudding



Pondan Pudding



Inaco Instant Chocolate Pudding



Haan Delima Pudding Mix



Milna Toddler Pudding



CNI Sehati Hifiber Pudding

References

Mordor Intelligence. (2017). Global Fruit Jam, Jelly, and Preserves Market - Growth, Trends, and Forecasts (2017 - 2022). Industry Reports.

Market Trends for Milk Beverages in Indonesia

The consumption growth in Indonesia is growing as much as 15% in some dairy product categories. This is supported by Indonesia's growing middle class, which has expanded significantly over the last decade (USDA, 2016).

Fresh fluid milk and flavored milk are leading the fastest growing product segments in Indonesia (USDA, 2016).

The leading player in drinking milk products has "occupied" a 23% value share in 2016. This can be attributed to a strong performance in flavoured milk drinks as a result of heavy marketing and improved distribution. It is crucial to educate Indonesian consumers about the benefits of consuming liquid milk rather than powder milk or condensed milk (Euromonitor, 2016).

Milk beverages is expected to continue to post respectable growth in Indonesia thanks to rising awareness of the benefits of milk as well as growing demand for fortified milk products (Euromonitor, 2016).

Market Examples





Ultra Milk Flavor (Full Cream, Chocolate, Strawberry and Mocca)



Ultra Mimi (Full Cream, Chocolate, Strawberry, Vanilla)



Susu Sehat



Indomilk (Chocolate, Strawberry, Melon, Vanilla)

References

Euromonitor. (December 2016). Dairy in Indonesia.

USDA. (2016). Indonesia 2016 Dairy and Products Annual Report.