



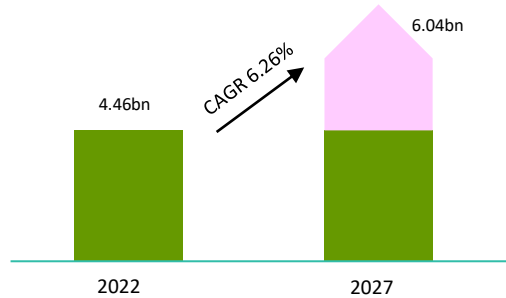
MARKET TRENDS IN INDONESIA:  
OILS & FATS



## MARKET OVERVIEW & KEY TRENDS

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## Indonesia Oils & Fats Market (US\$)



### + IN-SCOPE

- Butter
- Margarine
- Edible oils
- Edible animal fats

- ▶ In the oils & fats segment, volume is expected to amount to 903.8mkg by 2027 & is expected to show a volume growth of 4.0% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$15.99 are generated in 2022, the average volume per person is expected to amount to 2.8kg in 2022.

## Revenue of Butter, Margarine, Edible oils & Edible animal fats in Indonesia, 2022

US\$231.50m

Butter

US\$0.56bn

Margarine

US\$2.93bn

Edible oils

US\$0.73bn

Edible animal fats



Source: Statista, 2022a,b,c,e



## PROSPECTS AND OPPORTUNITIES

**ORGANIC EDIBLE OILS**

**VEGETABLE OIL-BASED MARGARINE  
(BUTTER SUBSTITUTE)**



## ORGANIC EDIBLE OILS



Source: Mintel, 2022

- In Indonesia, more people prefer to choose organic edible oils because it is healthier than the conventional variants. It is also free from synthetic preservatives and goes through less chemical treatment which can lead to healthier consumption.
- Advantages of organic edible oils:



Has more nutritional value than non-organic edible oils



No pesticides, chemicals, or processed additives - Low risk of disease and illness



Taste better than non-organic edible oils



Sources: I Marc Group, 2021 & Mayilsamy & Jayashree, 2020

## MARKET EXAMPLES



### De La Rosa Organic Sesame Oil

- 100% natural - This Sesame Oil is cold-pressed and unrefined from sun ripened Sesame seeds - Organic, & free from preservatives or additives.
- Good source of vitamins & minerals - Sesame seeds contain high value of Omega-6 fatty acids and other vitamin and minerals like iron, fiber, and magnesium! It's also rich in mono and polyunsaturated acids and low in saturated fats.
- Made in Mexico



## MARKET EXAMPLES

# ORGANIC EDIBLE OILS



### Papatan Organic Coconut Cooking Oil

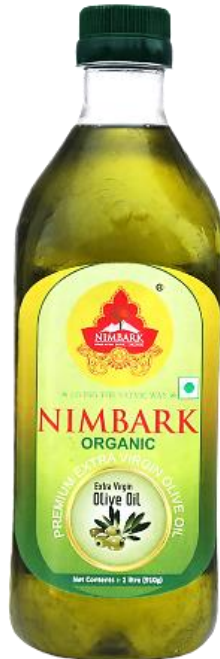
- Papatan Organic 100% Coconut Oil contains a unique combination of fatty acids with powerful medicinal properties.
- Very stable and can withstand high cooking temperature.
- Rich in lauric acid and MCT.
- Made in Indonesia

**Ingredient:** 100% Pure Coconut Oil.



## MARKET EXAMPLES

# ORGANIC EDIBLE OILS



### Nimbark Premium Extra Virgin Olive Oil

- Obtained from the first cold-pressed method of oil extraction which ensures the retainment of all nutrients.
- Made in India

**Ingredient:** Organic Olive Oil



## VEGETABLE OIL-BASED MARGARINE



of survey respondents say that **heart health** is their top reasons for purchasing **healthy lifestyle** products.

Source: Kerry, 2021

- ▶ Margarine which mainly made from vegetable oils is a healthy table spread and **more affordable** than butter for use in cooking and food preparation.
- ▶ In Indonesia, people who are concerned about their healthy diet and lifestyle choose a **healthier alternatives** for butter such as **vegetable oil-based margarine**.



Source: Ityotagher, & Terhile, 2020; Imarc Group, 2021



Replacing butter to non-hydrogenated vegetable oils, such as **corn oil, canola oil, and olive oil** can help to prevent cardiovascular disease (CVD) and reduce mortality in people.

Source: Zhang et al. 2021

## MARKET EXAMPLES



### Canola Vitalite Margarine Spread

- Canola oil contained in Canola Vitalite Margarine has a lot of unsaturated fatty acids and omega 3 fatty acids which are good for heart health.
- Canola Vitalite Margarine is safe for children who are allergic to cow's milk because it is made from plants, vegetable, canola oil.
- Product of Indonesia





## MARKET EXAMPLES

# VEGETABLE OIL-BASED MARGARINE



### Giant Corn Oil Margarine

- A margarine made with corn oil for healthy choice.
- Product of USA

**Ingredients:** Liquid Corn Oil and Partially Hydrogenated Corn Oil, Whey, Salt, Mono- and Diglycerides (Vegetable), Soy Lecithin, Potassium Sorbate and **Citric Acid** as Preservatives, Artificial Flavor, Colored with **Beta Carotene**, **Vitamin A Palmitate Added**.

Vitamin A supports vision and the immune system. It is also essential for growth and development and the reproduction system.

*Source: Tanumihardjo et al., 2016*



## MARKET EXAMPLES

# VEGETABLE OIL-BASED MARGARINE



### Nuttalex Buttery Spread with Olive Oil

- Buttery spread with olive oil
- It is dairy free, with natural flavour and contains omega 3
- Product of Australia

**Ingredients:** Canola Liquid Oil, Olive Oil, Palm Oil, Salt, **Emulsifier**, Natural Flavours, **Vitamin A, D and E**.

Increases the stability of the margarine emulsion and provide uniform mixture.

Source: Tereshchuk et al. 2018



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBi) team.

**Email:** [info@dpointernational.com](mailto:info@dpointernational.com)

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