

# Study on Business Potential and Major Players of MILK Industry in Indonesia, 2018 - 2022

Indonesia with total population of more than 250 million people is an extremely potential market for developing milk industry. Unfortunately, the great potential is not accompanied with the capability to provide its raw material. Consequently, milk processing industry strongly depends on imported raw material. In normal condition, it will raise no problem but the rising price of imported raw material followed by weakening rupiah exchange rate will be an issue which shall immediately be overcome.

Low milk consumption in Indonesia gives broad spaces for producers to develop the markets. Various innovation have been carried out by producers to raise the interest of people to consume milk, either production innovation or marketing innovation. Incessant promotion and obvious segmentation have obliged all people to consume milk.

Based on the research of CDMI that domestic milk industry has grown rapidly. In 2017 Indonesian milk market valued Rp. 51.69 trillion with average growth rate of 6.60% per annum. Powdered milk controlled the largest portion (59%) while the rest was fluid milk (20%) and sweetened condensed milk (21%). With such great market value, tight competition cannot be avoided. Multinational companies such as Frisian Flag and Nestle, both control 42% of Indonesian milk markets while Mead Jhonson, Abbot, Wyeth and others still have very small contribution.

Amid tight competition among multinational companies, national milk companies have also grown rapidly. PT. Sarihusada Generasi Mahardika and PT.

Indolakto, both control 23.7% of the markets while the market control of PT. Ultrajaya, PT. Diamond Cold Storage has kept on increasing in the last five years. Similar things have occurred in other companies. Clearer illustration on the control of milk market in Indonesia for each company can be seen on this study book.

Viewing great potential of milk industry in the country, PT. CDMI Consulting is attracted to perform a deeper and comprehensive research on this industry. It took three months to conduct this research and finally succeeded in publishing the output in a study book with the title of "Study on Business Potential and Major Players of MILK Industry in Indonesia, 2018 - 2022".

This book is only available at PT. CDMI Consulting and it can directly be ordered in our marketing division with Mrs. Tina by phones: (6221) 3193-0108, 3193-0109, 3193-0070, or Fax: (6221) 3193-0102 or e-mail: marketing@cdmione.com at a price of Rp. 9,000,000.- (Indonesian Edition), Rp. 9,500,000.- (English Edition) and US\$ 750 for overseas price.

Having submitted this offer, we thank you for your cooperation and look forward to hearing your response promptly.

Cordially yours,  
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# LIST OF CONTENTS

❑	<b>LIST OF CONTENTS</b> .....	<b>i</b>
❑	<b>LIST OF TABLES</b> .....	<b>vi</b>
❑	<b>LIST OF CHART &amp; DIAGRAM</b> .....	<b>ix</b>
❑	<b>EXECUTIVE SUMMARY</b> .....	<b>x</b>
<b>1.</b>	<b>PREFACE</b> .....	<b>1</b>
	1.1. Background .....	1
	1.2. Objective and Scope of Study.....	2
	1.3. Methodology and Information Sources.....	3
<b>2.</b>	<b>DESCRIPTION, CLASSIFICATION AND PRODUCTION PROCESS</b> .....	<b>4</b>
	2.1. Description and Classification .....	4
	2.2. Production Process .....	7
	2.2.1. UHT Milk Processing.....	7
	2.2.2. Sweetened Condensed Milk.....	10
	2.2.3. Skimmed Milk Powder .....	12
	2.2.4. Cream Milk Powder (AMF) .....	13
<b>3.</b>	<b>PROFILE OF MILK INDUSTRIES</b> .....	<b>15</b>
	3.1. Production Capacity .....	16
	3.1.1. Fluid Milk.....	16
	3.1.2. Sweetened Condensed Milk (SKM).....	17
	3.1.3. Powdered Milk.....	18
	3.1.4. Total .....	19
	3.2. Distribution of Industries .....	19
	3.2.1. Distribution by Capital Investment Status .....	19
	3.2.2. Distribution by Provinces .....	21
	3.3. Imported Products .....	22
	3.4. Trademark.....	23
	3.5. Profile of Companies.....	26
	3.5.1. PT Frisian Flag Indonesia .....	26
	3.5.2. PT Greenfields Indonesia.....	29
	3.5.3. PT Indolakto.....	31

3.5.4.	Kalbe Nutritionals (PT Sanghiang Perkasa & Kalbe Morinaga Indonesia)..	32
3.5.5.	PT Nestle Indonesia .....	34
3.5.6.	PT Nutricia Indonesia Sejahtera.....	38
3.5.7.	PT Sarihusada Generasi Mahardika .....	41
3.5.8.	PT Ultrajaya Milk Industries & Trading Company Tbk. ....	45
3.5.9.	PT Diamond Cold Storage .....	49
<b>4.</b>	<b>RAW MATERIAL .....</b>	<b>50</b>
4.1.	Local Raw Material .....	50
4.1.1.	Development of Production .....	50
4.1.2.	Production by Province .....	51
4.2.	Imported Raw Material .....	52
4.2.1.	Development of Import .....	52
4.2.2.	Import by HS Number .....	52
4.2.3.	Import by Country of Origin.....	53
4.3.	Total Raw Material .....	54
<b>5.</b>	<b>PRODUCTION, EXPORT, IMPORT AND CONSUMPTION .....</b>	<b>55</b>
5.1.	Fluid Milk.....	55
5.1.1.	Production.....	55
5.1.1.1.	Development of Production.....	55
5.1.2.	Export.....	56
5.1.2.1.	Development of Export.....	56
5.1.2.2.	Export by Destination Country.....	57
5.1.3.	Import.....	57
5.1.3.1.	Development of Import.....	57
5.1.3.2.	Import by Country of Origin.....	58
5.1.4.	Consumption.....	59
5.1.4.1.	Development of Consumption.....	59
5.1.4.2.	Consumption Per Capita.....	60
5.2.	Powdered Milk .....	60
5.2.1.	Production.....	60
5.2.2.	Export.....	61
5.2.2.1.	Development of Export.....	61
5.2.2.2.	Export by Destination Country.....	62

5.2.3.	Import.....	62
5.2.3.1.	Development of Import.....	62
5.2.3.2.	Import by Country of Origin .....	63
5.2.4.	Consumption.....	64
5.2.4.1.	Development of Consumption.....	64
5.2.4.2.	Consumption Per Capita.....	64
5.3.	Sweetened Condensed Milk (SKM).....	65
5.3.1.	Production.....	65
5.3.2.	Export.....	66
5.3.2.1.	Development of Export.....	66
5.3.2.2.	Export by Country of Origin .....	66
5.3.3.	Import.....	67
5.3.3.1.	Development of Import.....	67
5.3.3.2.	Import by Country of Origin .....	68
5.3.4.	Consumption.....	68
5.3.4.1.	Development of Consumption.....	68
5.3.4.2.	Consumption Per Capita.....	69
5.4.	Total Consumption of Milk Per Capita .....	70
<b>6.</b>	<b>DISTRIBUTION AND PRICE .....</b>	<b>71</b>
6.1.	Price.....	71
6.2.	Distribution .....	81
<b>7.</b>	<b>MARKET VOLUME AND BUSINESS VALUE .....</b>	<b>84</b>
7.1.	Fluid Milk.....	84
7.1.1.	Development.....	84
7.1.2.	By Company.....	85
7.1.3.	By Brand .....	85
7.2.	Sweetened Condensed Milk (SKM).....	86
7.2.1.	Development.....	86
7.2.2.	By Company.....	87
7.2.3.	By Brand .....	88
7.3.	Powdered Milk .....	88
7.3.1.	Development.....	88
7.3.2.	By Segment .....	89
7.3.3.	By Company.....	90

7.3.4.	By Segment and Brand.....	91
7.3.4.1.	Infant Milk.....	91
7.3.4.2.	Children’s Milk.....	92
7.3.4.3.	Adult Milk.....	93
7.3.4.4.	Pregnant/Breastfeeding Woman Milk.....	94
7.4.	Total Milk.....	95
7.4.1.	Development.....	95
7.4.2.	By Form.....	95
7.4.3.	By Company.....	96
<b>8.</b>	<b>BUSINESS OPPORTUNITY .....</b>	<b>98</b>
8.1.	Fluid Milk.....	98
8.1.1.	Projection of Supply.....	98
8.1.2.	Projection of Demand.....	99
8.1.3.	Projection of Opportunity .....	99
8.2.	Powdered Milk.....	100
8.2.1.	Projection of Supply.....	100
8.2.2.	Projection of Demand.....	101
8.2.3.	Projection of Opportunity .....	101
8.3.	Sweetened Condensed Milk (SKM).....	102
8.3.1.	Projection of Supply.....	102
8.3.2.	Projection of Demand.....	102
8.3.3.	Projection of Opportunity .....	103
<b>9.</b>	<b>GOVERNMENT POLICY .....</b>	<b>104</b>
9.1.	Policy on Investment.....	104
9.2.	Policy on Licenses.....	105
9.2.1.	Principle License (IP).....	105
9.2.2.	Industrial Business License.....	105
9.2.3.	Nuisance Permit.....	105
9.3.	Policy on Production and Trade Field.....	105
9.3.1.	Registration.....	106
9.3.2.	Production Facility .....	106
9.3.2.1.	Container.....	107
9.3.2.2.	Wrapper.....	108
9.3.2.3.	Tag.....	108
9.3.2.4.	Etiquette.....	108
9.3.2.5.	Label.....	109
9.3.2.6.	Promotion.....	110

9.4. Policy on Export and Import Field..... 111

9.5. Specific Terms ..... 113

    9.5.1. Metal Contamination ..... 113

    9.5.2. Microbe Contamination..... 113

    9.5.3. Banning for Adding Vitamin K on milk product ..... 114

    9.5.4. Addition of Nutrious Substance ..... 114

    9.5.5. Substition of Breast Milk ..... 114

