



## PRESS RELEASE

For Immediate Release

### **From Trendy Beverages to Aesthetic Desserts, Viral Culinary Trends Throughout 2025 Drive MSME Growth**

**Jakarta, April 24th, 2025** - Throughout 2025, Indonesia's food and beverage industry showed significant growth, in line with shifts in consumer behavior that have increasingly been influenced by social media and digital platforms. *Gabungan Pengusaha Makanan dan Minuman Indonesia* (The Indonesian Food and Beverage Association) stated that the national food and beverage industry remained on a positive trajectory, reaching 6.49% growth by the third quarter of 2025—higher than the 2024 target of 5–5.5%. This growth was driven by rising demand for culinary products that are practical, visually appealing, and easily accessible through digital food delivery services. At the same time, the MSME sector, which is largely dominated by culinary businesses, emerged as a key driver of the economy, contributing approximately 61.9% to the national Gross Domestic Product (GDP), with the number of business units surpassing 65 million by mid-2025.

This trend has been influenced by contemporary culinary creations with unique concepts and visually appealing presentations favored by Generation Z. Several food and beverage trends that went viral throughout 2025 were dominated by innovative cheese-based snacks, such as cheesy dim sum, as well as spicy tapioca-based foods, Korean cuisine, molten desserts, donuts with a wide variety of toppings, nostalgic street snacks, and unique fusion beverages like matcha and coffee with sweet, creamy flavor innovations. Menus that are simple, easy to prepare, and highly “photogenic” became the main factors driving their popularity on social media, particularly TikTok and Instagram. The combination of sweet, savory, and creamy flavors also emerged as a common thread highly favored by consumers, while simultaneously creating room for MSMEs to continue innovating.

According to various sources, culinary trends in 2026 are projected to continue evolving in increasingly diverse directions. Functional foods and beverages that offer health benefits, the use of plant-based vegan ingredients, modernized local comfort foods, and colorful layered drinks are expected to remain dominant in capturing consumer interest. Amid these trends, the use of sweetened condensed creamer and evaporated milk is predicted to stay relevant, particularly as key elements in creating creamy flavors and textures in contemporary beverages and desserts, with innovation opportunities increasingly shifting toward healthier and more adaptive options.

Recognizing this strong potential, PT Etika Beverages Indonesia, through its Dairy Champ brand, introduces a range of innovations that are relevant to the needs of business players, particularly culinary MSMEs. These innovations are focused on supporting entrepreneurs in delivering menus that are consistent in taste, operationally efficient, and adaptable to continuously evolving market trends.



**CEO of PT Etika Beverages Indonesia, Airil Haidi Ahmad Rafiae**, stated that the company's commitment to supporting the growth of culinary MSMEs is reflected in the development of products and innovations that are oriented toward market needs. "We see MSMEs as the main driving force of the national culinary industry. Therefore, Dairy Champ is committed to continuously providing raw material solutions that are not only high quality but also relevant to the real challenges faced by business owners in their day-to-day operations," he said.

One of the main focuses of these innovations is Dairy Champ sweetened condensed creamer, which is formulated to deliver a consistent balance of sweet, savory, and creamy flavors in every drop. This product has long been a preferred choice among business owners for creating a wide range of contemporary beverages and desserts. Dairy Champ has also been a pioneer in introducing a 2.5-kilogram pouch packaging specifically designed for business needs, making it more efficient and practical, while helping entrepreneurs manage production costs without compromising taste quality.

"We understand that consistency in taste and cost efficiency are two crucial factors for MSMEs. Through the 2.5-kilogram pouch packaging innovation and a stable flavor formulation, we aim to help business owners maintain product quality while enhancing the competitiveness of their businesses," said **Marketing Manager of PT Etika Beverages Indonesia, Dodi Afandi**

In addition, Dairy Champ also offers cholesterol-free evaporated milk as a healthier alternative ingredient. This product can be used as a substitute for coconut milk or fresh milk in a wide range of menu applications, from coffee beverages and sweet, creamy drinks to various food preparations, without compromising the savory flavor and creamy texture preferred by consumers. "This 0% cholesterol evaporated milk innovation is our response to menu trends that are increasingly shifting toward healthier options, without sacrificing the taste and texture that consumers have come to expect," he added.

The viral culinary trends throughout 2025 have proven that menu creativity, strong visual appeal, and the support of the right raw materials can open significant opportunities for MSMEs to grow and compete. As part of its ongoing support, Dairy Champ is also actively sharing recipe inspirations on Instagram at [@dairychamp.id](https://www.instagram.com/dairychamp.id). Through collaboration among business owners, the digital ecosystem, and ingredient providers such as Dairy Champ, Indonesia's culinary industry is expected to continue innovating and making positive contributions to the national economy in the years to come.

\*\*\*

#### **About Etika Group Indonesia**

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA), which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia, namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.