

HW Staple Foods in Indonesia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Konyaku-based rice and noodles continue to gain popularity among Indonesians
Good source of minerals still the leading health and wellness claim in staple foods
New dietary preferences see positive growth for plant-based claims

PROSPECTS AND OPPORTUNITIES

Portion control trend likely to gain momentum as obesity concerns rise
Good source of minerals set to remain the leading health and wellness claim
Vegan poised to be among the fastest growing claims in volume and value terms

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

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Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Overview

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