

Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mayora Indah Tbk PT maintains its lead in sweet biscuits, snack bars and fruit snacks

Category benefits from rise in e-commerce, with SMEs also playing a vital role

Health and wellness trends influence drivers in sweet biscuits, snack bars, and fruit snacks

PROSPECTS AND OPPORTUNITIES

Snacks bars' performance is associated with increase in health and wellness awareness

Wafers is expected to have positive outlook in the forecast period

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