Euromonitor International

Baked Goods in Indonesia

November 2025

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Baked Goods in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, digital reach, and affordability drive Indonesian baked goods

INDUSTRY PERFORMANCE

Baked goods remains resilient amidst economic challenges in Indonesia
Convenience and affordability drive dynamic growth of packaged cakes

WHAT'S NEXT?

Positive outlook driven by rise in urbanisation and disposable incomes
Health and wellness trend to increasingly influence product development
Convenience store expansion to help drive demand with innovative baked goods

COMPETITIVE LANDSCAPE

Nippon Indosari Corp PT maintains leadership of fragmented competitive landscape
Lotte's dynamic growth driven by rising popularity of its Choco Pie

CHANNELS

Specialists drive distribution with fresh baked goods and artisanal offerings
E-commerce well-suited to distributing packaged baked goods

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Staple Foods in Indonesia - Industry Overview

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Navigating economic headwinds: Key trends in Indonesian staple foods

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INDUSTRY PERFORMANCE

Consumers of staple foods navigate ongoing price pressures
Digital-first approach to marketing convenient meal solutions
Innovation emerges as crucial point of differentiation to drive growth
Health trends influence purchasing decisions and product development

WHAT'S NEXT?

Economic recovery and rising urbanisation to drive future growth of staple foods

Demand for functional staple foods to be driven by health trends
Indonesians to be increasingly influence by social media trends

COMPETITIVE LANDSCAPE

Indofood Sukses Makmur Tbk PT retains lead of highly fragmented landscape
Lotte drives dynamic growth through expanding distribution and product innovation

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