Euromonitor International

Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Demand Increasingly Anchored in Value-Focused Purchasing, Influencing Sales
Brands Refresh Engagement through Pop Culture and Lifestyle Integration
Health Cues and Flavour Innovation Drive Biscuit Appeal
Chart 2 - Value Sales 2021-2031
Chart 3 - Volume Sales 2021-2031
Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Brands Are Set to Use Premiumisation to Capture Rising Incomes
Brands to Boost Digital Engagement and Hype-Led Launches to Sustain Demand
Fortified Biscuits and Smaller Packs to Drive Wider Acceptance and Frequent Purchase
Chart 5 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nabati Boosts Share with Digital Campaigns as Mayora Defends Leadership
Chart 8 - Company Shares 2026
Chart 9 - Brand Shares 2026

CHANNELS

Small Local Grocers Anchor Impulse Biscuit Buying for Schoolchildren
Convenience Retailers Expand Digital Platforms to Fuel Online Biscuit Growth
Discounts and Proximity to Drive Channel Loyalty Amid Rising Online Competition
Chart 10 - Retail Channels 2021-2026

PRODUCTS

Tango and Nabati Activate Impulse and Engagement through Format and Culture
Chart 11 - Tango Impulse-Led Convenience
Twice Partnership Powers Nabati'S Shareable Snacking Push
Chart 12 - Nabati Refreshes Engagement
Lemonilo and Tango Expand Crispy Brownies to Capture Indulgence and Health

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 14 - Real Gdp Growth 2021-2031
Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 17 - Population 2021-2031
Chart 18 - Population by Generation 2026

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Snacks in Indonesia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Consumer Insight-Driven Marketing Strategies Sustain Growth Amid Cautious Spending
Accessibility and Affordability Strategies Fuel Steady Demand
Chilli-Forward Flavour Innovation Sparks Repeat Trial and Social Sharing
Chart 20 - Value Sales 2021-2031
Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Impulse Buys, Smaller Pack Sizes and New Flavours to Refresh Growth Momentum
Spicy Flavour Launches and Health-Consciousness to Drive Value Growth
Chart 22 - Analyst Insight for Snacks
Emotional Marketing and Digital Buzz Sustain Impulse Purchases
Chart 23 - Forecast Value Sales 2021-2031
Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mayora Indah Tbk Pt and Garudafood Group Maintain Snacks Leadership
Brand Power Fuels Pepsico’S Indonesian Comeback
Agility and Distribution Take Centre Stage in Snack Innovation
Chart 25 - Company Shares 2026
Chart 26 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Daily Impulse Snacking with Wide Reach
Convenience Stores Maintain Relevance through Aggressive Expansion and Launches
Alfagift and Klik Indomaret Drive E-Commerce Adoption with Fast Delivery
Mixue and Ai-Cha Tap Foodservice Momentum
Chart 27 - Retail Channels 2021-2026

PRODUCTS

Pepsico Rallies Shares with Bold, Culture-Driven Strategies and Emotional Marketing
Chart 28 - Pepsico Re-Enters Indonesia
Glico Wings Shapes Innovation through Affordability and Engagement
Chart 29 - Glico Wings

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks
Chart 31 - Real Gdp Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks
Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-indonesia/report.