



Rice, Pasta and Noodles in Indonesia

February 2024

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Rice, Pasta and Noodles in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice sees spikes in unit price

Indofood Sukses Makmur continues to lead

Pasta consumption increases as a result of foodservice recovery post-pandemic, as consumers look for better-value options overall

PROSPECTS AND OPPORTUNITIES

Sustained retail growth forecast for overall category sales

Instant noodles to record relatively modest retail volume growth with growth driven by innovation

Pasta will continue to expand thanks to low prices and product flexibility, while digital marketing will remain key

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