Euromonitor International

Rice, Pasta and Noodles in Indonesia

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Table of Contents

Rice, Pasta and Noodles in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price pressures, health trends, and e-commerce shape rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

Resilient performance despite ongoing price pressures
Noodles benefits from convenience trends

WHAT'S NEXT?

Economic recovery set to drive demand for premium meal solutions
Health awareness to influence future preferences and product development
Cultural trends, influencer campaigns and experiential marketing crucial for driving consumer engagement

COMPETITIVE LANDSCAPE

Indofood maintains convincing leadership of fragmented competitive landscape
Samyang Ramyun's dynamic growth driven by flavour innovation and enhanced visibility

CHANNELS

Established network of small local grocers ensures access to staple goods
Convenience of home delivery for bulky items drives dynamic e-commerce growth

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 8 - NBO Company Shares of Rice: % Value 2021-2025
Table 9 - LBN Brand Shares of Rice: % Value 2022-2025
Table 10 - NBO Company Shares of Pasta: % Value 2021-2025
Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 12 - NBO Company Shares of Noodles: % Value 2021-2025
Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 15 - Distribution of Rice by Format: % Value 2020-2025
Table 16 - Distribution of Pasta by Format: % Value 2020-2025
Table 17 - Distribution of Noodles by Format: % Value 2020-2025
Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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Staple Foods in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Navigating economic headwinds: Key trends in Indonesian staple foods

KEY DATA FINDINGS

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

CHANNELS

Established store network ensures dominance of small local grocers
Convenience of rapid delivery services drives e-commerce growth

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025
Table 23 - Sales of Staple Foods by Category: Value 2020-2025
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 28 - Penetration of Private Label by Category: % Value 2020-2025
Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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