



Euromonitor
International

Sweet Spreads in Indonesia

November 2025

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2025 DEVELOPMENTS

Healthy natural products such as honey appeal

INDUSTRY PERFORMANCE

Mixed fortunes for sweet spreads as health and economic concerns inform demand

Honey brings natural sweetness and health claims to the market

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Bright outlook for sweet spreads fuelled by the rise of honey

Health concerns likely to inform demand and new product development

New regulations aim to encourage healthier eating habits

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Domestic company Asta Guna Wisesa PT strengthens its lead in 2025

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Ongoing economic challenges encourage consumers to trade down

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INDUSTRY PERFORMANCE

Need for convenience and economic pressures impact purchasing behaviour

Consumer purchasing decisions being shaped by health and wellness concerns

Social media and digital marketing playing a vital role in the market

WHAT'S NEXT?

Bright outlook for the market with sales set to benefit from an economic recovery

Increasing health consciousness set to inform demand and innovation

New labelling regulation set to transform the market

COMPETITIVE LANDSCAPE

Unilever remains on top despite being impacted by a boycott

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