



Euromonitor
International

Staple Foods in Indonesia

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Staple Foods in Indonesia

EXECUTIVE SUMMARY

Navigating economic headwinds: Key trends in Indonesian staple foods

KEY DATA FINDINGS

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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

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Baked goods remains resilient amidst economic challenges in Indonesia

Convenience and affordability drive dynamic growth of packaged cakes

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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

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Rising urbanisation and westernisation drive sales of breakfast cereals
Focus on health and wellness supports dynamic growth of muesli and granola

WHAT'S NEXT?

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Health trend and regulations to influence demand and product development
Increasing focus on innovative product development as point of differentiation

COMPETITIVE LANDSCAPE

Nestlé maintains leadership through new launches and marketing initiatives
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Stronger future growth to be driven by economic recovery and convenience
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Upcoming regulations to present both challenges and opportunities

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COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Indonesia](#)

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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
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