



HW Staple Foods in Indonesia

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Organic trend gains momentum in staple foods
Consumers lean into good source of minerals claims
Growing focus on natural claims reflects product quality and safety concerns

WHAT'S NEXT

Gluten free claims are on the rise
Emphasis on good source of minerals claims
Rising health knowledge will drive demand for natural claims

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value
Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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