

Breakfast Cereals in Indonesia

November 2022

Table of Contents

Breakfast Cereals in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Breakfast cereals continues to attract attention despite the opening up of more alternatives with the return to pre-pandemic lifestyles

Health and wellness concerns continue to push the consumption of breakfast cereals

Inflation and rising fuel prices affect the retail selling price and consumption of breakfast cereals

PROSPECTS AND OPPORTUNITIES

Higher imports of raw materials to feed producers of breakfast cereals

Social media to continue to thrive as a marketing avenue and develop as a sales channel

Local brands set to emerge via e-commerce and as lower-priced alternatives

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 - Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

Staple Foods in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2017-2022

Table 13 - Sales of Staple Foods by Category: Value 2017-2022

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 - Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 - NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 - LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 - Penetration of Private Label by Category: % Value 2017-2022

Table 19 - Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 - Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-indonesia/report.