

# Fortified/Functional Packaged Food in Indonesia

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## Abstracts

One of the most important developments in fortified/functional packaged food in Indonesia towards the end of the review period was the launch of official government initiatives to fortify all of the edible oils sold in the country with a range of vitamins. To maximise the effectivity of this move and promote the success of its food fortification programme, the government of Indonesia has implemented the SNI (Standar Nasional Indonesia - Indonesian National Standards) certification programme, whi...

Euromonitor International's Fortified/Functional Packaged Food in Indonesia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Growth in FF vegetable and seed oil pushed by official regulations on food fortification

Shift towards packaged edible oils supports growth in FF vegetable and seed oil

FF yoghurt emerges strongly as the key new fortified/functional packaged food category

#### PROSPECTS AND OPPORTUNITIES

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FF breakfast cereals slated for strong growth as consumers demand balanced nutrition

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