

# HW Staple Foods in Indonesia

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## Abstracts

Rising health awareness is increasingly driving Indonesians to make dietary changes in an effort to improve their nutritional intake, lose weight and reduce the risk of certain diseases. This trend – which was reinforced by concerns surrounding COVID-19 during the review period – is especially pronounced when it comes to staple foods that are consumed more frequently and in larger quantities. One of its most visible manifestations in 2022 remained the growing popularity of healthier substitutes...

Euromonitor International's HW Staple Foods 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

Get a detailed picture of the HW Staple Foods 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.

## Contents

HW Staple Foods in Indonesia  
Euromonitor International  
January 2024

### **LIST OF CONTENTS AND TABLES**

HW STAPLE FOODS IN INDONESIA  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Konyaku-based rice and noodles continue to gain popularity among Indonesians  
Good source of minerals still the leading health and wellness claim in staple foods  
New dietary preferences see positive growth for plant-based claims

### **PROSPECTS AND OPPORTUNITIES**

Portion control trend likely to gain momentum as obesity concerns rise  
Good source of minerals set to remain the leading health and wellness claim  
Vegan poised to be among the fastest growing claims in volume and value terms

### **CATEGORY DATA**

Table 1 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Staple Foods by Health and Wellness Type: % Value Growth  
2019-2022

Table 3 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global  
Staple Foods): % Value 2019-2022

Table 4 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global  
Staple Foods): % Value 2019-2022

Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global  
Staple Foods): % Value 2019-2022

Table 6 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global  
Staple Foods): % Value 2019-2022

Table 7 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global  
Staple Foods): % Value 2019-2022

Table 8 Forecast Sales of Staple Foods by Health and Wellness Type: Value  
2022-2027

Table 9 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth  
2022-2027

### **HEALTH AND WELLNESS IN INDONESIA**

## EXECUTIVE SUMMARY

Overview

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