

Snacks in Indonesia

Market Direction | 2023-06-22 | 69 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Snacks in Indonesia has been showing signs of recovery following the disruptions of the COVID-19 pandemic, with social mobility gradually increasing. While the market is not fully recovered yet, there are still reasons for optimism, particularly with the rise of e-commerce in the country. As more consumers shop online, the snacks industry has gained access to a larger audience, enabling a wider range of snack options to be made available to a wider range of consumers. Also, the barriers and cost...

Euromonitor International's Snacks in Indonesia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Snacks in Indonesia
Euromonitor International
June 2023

List Of Contents And Tables

SNACKS IN INDONESIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Distribution of Snacks by Format: % Value 2018-2023

Table 8 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 9 Forecast Sales of Snacks by Category: Value 2023-2028

Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Companies leverage digital marketing to target younger consumers

Chocolate confectionery fails to join the quick commerce ride

Post-pandemic lifestyles drive the sales of chocolate pouches and bags, while chocolate with toys maintains recovery

PROSPECTS AND OPPORTUNITIES

Small- and medium-sized businesses pose a threat to seasonal chocolate confectionery

Health and wellness trends and on-the-go lifestyles tipped to inspire smaller pack sizes

New product developments and sustainable farming drive growth for chocolate confectionery

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 12 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 13 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 16 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 17 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 19 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 20 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 21 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Distribution channel penetration crucial for gum sales, as convenience stores widen their reach

Perfetti Van Melle Indonesia maintains its leading position in gum

Maturity of category limits innovation opportunities - other than those seen in "healthier" variants

PROSPECTS AND OPPORTUNITIES

Post-pandemic lifestyles will continue to support sales in gum over the forecast period

Gum performance is associated with the smoking culture in Indonesia

Sugar-free remains the big trend in gum

CATEGORY DATA

Table 24 Sales of Gum by Category: Volume 2018-2023

Table 25 Sales of Gum by Category: Value 2018-2023

Table 26 Sales of Gum by Category: % Volume Growth 2018-2023

Table 27 Sales of Gum by Category: % Value Growth 2018-2023

Table 28 Sales of Gum by Flavour: Rankings 2018-2023

Table 29 NBO Company Shares of Gum: % Value 2019-2023

Table 30 LBN Brand Shares of Gum: % Value 2020-2023

Table 31 Distribution of Gum by Format: % Value 2018-2023

Table 32 Forecast Sales of Gum by Category: Volume 2023-2028

Table 33 □Forecast Sales of Gum by Category: Value 2023-2028

Table 34 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health awareness among consumers influences performance of sugar confectionery

General trade remains the most common distribution channel for sugar confectionery

Mayora Indah maintains its lead in sugar confectionery

PROSPECTS AND OPPORTUNITIES

E-commerce expected to benefit sales of sugar confectionery over the forecast period

Anticipation of economy slowdown may drive brand owners to make adjustments

Cross-category collaboration drives unique selling points for Fox's

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2023

Table 36 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 37 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 38 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 40 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 41 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 42 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 43 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 44 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 45 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mayora Indah Tbk PT maintains its lead in sweet biscuits, snack bars and fruit snacks

Category benefits from rise in e-commerce, with SMEs also playing a vital role

Health and wellness trends influence drivers in sweet biscuits, snack bars, and fruit snacks

PROSPECTS AND OPPORTUNITIES

Snacks bars' performance is associated with increase in health and wellness awareness

Wafers is expected to have positive outlook in the forecast period

Q-commerce set to support sales in the category over the forecast period

CATEGORY DATA

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 53 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 54 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 55 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 56 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 57 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 58 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 59 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 60 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 61 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 62 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 63 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 64 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unilever holds the top company spot due to strong portfolio, while Aice from Alpen Food Industry remains the most popular brand

Single portion ice cream register the fastest growth in Indonesia market

Brand Glico Wings sees a strong performance thanks to Japanese influence

PROSPECTS AND OPPORTUNITIES

Further development of Q-commerce is likely to positively benefit ice cream sales

Sales of take-home ice cream set for low growth over the forecast period

Creative new product launch is stimulating the ice cream industry in Indonesia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 68 Sales of Ice Cream by Category: Volume 2018-2023

Table 69 Sales of Ice Cream by Category: Value 2018-2023

Table 70 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 71 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 72 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 73 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 74 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 75 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 76 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 77 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 78 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 79 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 80 □Distribution of Ice Cream by Format: % Value 2018-2023

Table 81 □Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 82 □Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 83 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 84 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Garudafood Group maintains its lead in savoury snacks with its top Garuda brand

Puff snacks continues to recover from volume declines, while value is supported by higher unit prices

E-commerce sales boost the performance of savoury snacks in Indonesia

PROSPECTS AND OPPORTUNITIES

Vegetable, pulse, and bread chips gain popularity as health and wellness trends continue

Social media becomes the source of product information for consumers

Players relaunch successful limited-editions to stimulate sales

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2023

Table 85 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 86 Sales of Savoury Snacks by Category: Value 2018-2023

Table 87 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 88 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 89 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 90 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 91 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 92 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 93 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 94 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 95 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Snacks in Indonesia

Market Direction | 2023-06-22 | 69 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com