

## **Meals and Soups in Indonesia**

Market Direction | 2024-01-08 | 20 pages | Euromonitor

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### **Report description:**

The meals and soup category experienced another year of positive growth in 2023, both in total volume and value terms. Ready meals was a key contributor to the category's development during the year, specifically frozen ready meals. The growing urban population (Indonesia is seeing a faster rate of urbanisation than other Asian countries) is leading to the prevalence of increasingly hectic lifestyles. Contributing to this is the shift towards smaller household sizes, with less household help and...

Euromonitor International's Meals and Soups 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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.

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Euromonitor International

January 2024

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Sekar Bumi Tbk PT retains leading position, while Charoen Pokphand sees strong performance

Frozen soup benefits from price and convenience

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Specialist Asian meals expected to see consumption rise

Packaged soup likely to suffer from the general preference for fresh soup

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