

HW Cooking Ingredients and Meals in Indonesia

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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Report description:

Volume sales of products with health and wellness claims increased at impressive rates across cooking ingredients and meals in Indonesia in 2022. Overall demand continued to be buoyed by rising health awareness among consumers, a well-established trend that was recently reinforced by concerns surrounding COVID-19. New launches, promotional activities and improvements in the distribution of various brands and product types via specialist stores, mainstream grocery retailers outlets and e-commerce...

Euromonitor International's HW Cooking Ingredients and Meals 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 Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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 Cooking Ingredients and Meals 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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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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Euromonitor International
January 2024

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HW COOKING INGREDIENTS AND MEALS IN INDONESIA

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Health and wellness products made with local herbs and spices gain popularity

Natural still the leading health and wellness claim but overall sales decline

Positive growth for digestive health claim

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Plant-based options will benefit from health, environmental and animal welfare concerns

Natural set to remain the leading health and wellness claim

Clear potential in vegan claims

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HEALTH AND WELLNESS IN INDONESIA

EXECUTIVE SUMMARY

Overview

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