

Health and Wellness in Indonesia

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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Table of Contents:

Health and Wellness in Indonesia
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List Of Contents And Tables

HEALTH AND WELLNESS IN INDONESIA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW HOT DRINKS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar off the menu as Indonesians become more health conscious

Natural claims remain popular but challenging economy puts pressure on sales

No caffeine and energy boosting hot drinks find their audiences

PROSPECTS AND OPPORTUNITIES

Interest in vegan, plant-based, lactose free and dairy free hot drinks set to rise

Increasingly busy lifestyles should broaden the appeal of energy boosting hot drinks

Health and wellness hot drinks set to benefit from new product development as Hotto makes its mark

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SOFT DRINKS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Indonesians show growing demand for soft drinks with functional properties

Natural remains an important health and wellness claim as consumers increasingly value "clean label" products

New excise tax expected to steer consumers away from sugary soft drinks

PROSPECTS AND OPPORTUNITIES

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Interest in soft drinks with beauty-oriented claims expected to rise
Good source of minerals set to remain the leading claim in value terms
Rising health-consciousness and new sugar tax set to benefit sales of healthier soft drinks options

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SNACKS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health-consciousness continues to buoy demand for "clean label" snacks
Good source of vitamins still the leading health and wellness claim in snacks
Brain health and memory driven by ageing population while healthy snack bars become increasingly popular

PROSPECTS AND OPPORTUNITIES

Younger consumers set to pay more attention to their health and appearance
Good source of vitamins will remain the leading health and wellness claim
Strong growth potential for vegan claims

CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW DAIRY PRODUCTS AND ALTERNATIVES IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Interest in plant-based dairy products and alternatives remains strong
Good source of minerals remains an important health and wellness claim especially in baby food
Rising interest in skin health

PROSPECTS AND OPPORTUNITIES

Lactose free dairy products and alternatives set to benefit from increasing awareness of food intolerances and their impact on health
Good source of minerals will remain the leading claim by some distance
Vegan, vegetarian and plant-based products seen to have significant potential

CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW COOKING INGREDIENTS AND MEALS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

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

Honey remains popular among those seeking to improve their digestive health

PROSPECTS AND OPPORTUNITIES

Plant-based, vegetarian and vegan options should benefit from rising concerns around health, the environment and animal welfare

Natural set to remain the leading health and wellness claim

Edible oils set to benefit from increased focus on healthier cooking options

CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW STAPLE FOODS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier rice and noodles continue to gain popularity among Indonesians

Healthier rice options continue to fuel sales of staple foods in 2023

New dietary preferences see positive growth for vegan and plant-based claims

PROSPECTS AND OPPORTUNITIES

Portion control trend likely to gain momentum as obesity concerns rise

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Rice likely to remain a key focus for the development of health and wellness products
Vegan claims becoming more commonplace as consumers adopt healthier and more ethical choices

CATEGORY DATA

- Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023
- Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023
- Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028
- Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Indonesia

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