

HW Snacks in Indonesia

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

So-called "clean label" products - products that are less processed, contain fewer but more nutritious ingredients and are lower in sugar, salt, fat etc - continued to perform positively in multiple snacks categories in Indonesia in 2023. These types of products have been gaining popularity for several years in line with the trend towards rising health awareness among the population, with information obtained from social media influencers and other online sources playing a key role in educating...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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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

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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

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