



**Euromonitor
International**

Baked Goods in Indonesia

November 2025

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Baked Goods in Indonesia - Category analysis

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2025 DEVELOPMENTS

Convenience, digital reach, and affordability drive Indonesian baked goods

INDUSTRY PERFORMANCE

Baked goods remains resilient amidst economic challenges in Indonesia

Convenience and affordability drive dynamic growth of packaged cakes

WHAT'S NEXT?

Positive outlook driven by rise in urbanisation and disposable incomes

Health and wellness trend to increasingly influence product development

Convenience store expansion to help drive demand with innovative baked goods

COMPETITIVE LANDSCAPE

Nippon Indosari Corp PT maintains leadership of fragmented competitive landscape

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E-commerce well-suited to distributing packaged baked goods

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Consumers of staple foods navigate ongoing price pressures

Digital-first approach to marketing convenient meal solutions

Innovation emerges as crucial point of differentiation to drive growth

Health trends influence purchasing decisions and product development

WHAT'S NEXT?

Economic recovery and rising urbanisation to drive future growth of staple foods

Demand for functional staple foods to be driven by health trends
Indonesians to be increasingly influenced by social media trends

COMPETITIVE LANDSCAPE

Indofood Sukses Makmur Tbk PT retains lead of highly fragmented landscape
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