



Euromonitor
International

Savoury Snacks in Indonesia

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Brands Leverage Cultural Storytelling to Reignite Competition

Brands Drive Salty Snacks Growth through Spicy Innovations

Chart 2 - Indofood Accelerates Spicy Snack Growth

Affordability and Low-Cost Packs Fuel Next-Gen Snack Buying

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Brands to Expand Portfolios to Capture New Snacking Occasions

Emerging Brands to Drive Flavour Innovation and Digital Engagement to Boost Trial and Loyalty

Brand Success to Be Influenced by Innovation, Visibility and Retail Shelf Space

Chart 6 - Analyst Insight for Savoury Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Garudafood Group and Indofood Sukses Makmur Tbk Pt Defend Top Positions

Floaty Drives New Trial with Playful Launches

Re-Entry Arms Pepsico for Category Upswing

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Defend Leadership as Convenience Retailers Grow

Convenience Chains Leverage Digital Integration to Fuel E-Commerce Gains

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Pepsico'S Storytelling Campaigns Intensify Brand Competition and Engagement

Chart 12 - Pepsico Re-Enters Indonesia

Indofood Drives Flavour Innovation with Regional Spicy Launches

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Consumer Insight-Driven Marketing Strategies Sustain Growth Amid Cautious Spending

Accessibility and Affordability Strategies Fuel Steady Demand

Chilli-Forward Flavour Innovation Sparks Repeat Trial and Social Sharing

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Impulse Buys, Smaller Pack Sizes and New Flavours to Refresh Growth Momentum

Spicy Flavour Launches and Health-Consciousness to Drive Value Growth

Chart 22 - Analyst Insight for Snacks

Emotional Marketing and Digital Buzz Sustain Impulse Purchases

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mayora Indah Tbk Pt and Garudafood Group Maintain Snacks Leadership

Brand Power Fuels Pepsico'S Indonesian Comeback

Agility and Distribution Take Centre Stage in Snack Innovation

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Daily Impulse Snacking with Wide Reach

Convenience Stores Maintain Relevance through Aggressive Expansion and Launches

Alfagift and Klik Indomaret Drive E-Commerce Adoption with Fast Delivery

Mixue and Ai-Cha Tap Foodservice Momentum

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Pepsico Rallies Shares with Bold, Culture-Driven Strategies and Emotional Marketing

Chart 28 - Pepsico Re-Enters Indonesia

Glico Wings Shapes Innovation through Affordability and Engagement

Chart 29 - Glico Wings

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-indonesia/report.