



Euromonitor
International

Cooking Ingredients and Meals in Indonesia

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Cooking Ingredients and Meals in Indonesia

EXECUTIVE SUMMARY

Ongoing economic challenges encourage consumers to trade down

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Need for convenience and economic pressures impact purchasing behaviour
Consumer purchasing decisions being shaped by health and wellness concerns
Social media and digital marketing playing a vital role in the market

WHAT'S NEXT?

Bright outlook for the market with sales set to benefit from an economic recovery
Increasing health consciousness set to inform demand and innovation
New labelling regulation set to transform the market

COMPETITIVE LANDSCAPE

Unilever remains on top despite being impacted by a boycott
Kewpie sees strong gains while Ajinomoto closes the gap on Unilever

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Improvements in palm oil supply benefits growth

INDUSTRY PERFORMANCE

Signs of recovery as prices stabilise while social media sparks home cooking trend
Olive oil sees another successful year with consumers drawn to its healthy image

WHAT'S NEXT?

Ongoing recovery predicted for edible oils with disposable income set to rise
Retailers and manufacturers set to evolve in response to changing consumer demands
Price adjustments within palm oil likely to inform market demand

COMPETITIVE LANDSCAPE

SunCo jumps into the lead off the back of a strong marketing strategy
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Busy urbanites drive sales in their quest for convenience

INDUSTRY PERFORMANCE

Meals and soups benefiting from rising demand for convenience
Instant spaghetti brings newfound enthusiasm for dried ready meals

WHAT'S NEXT?

Sales set to benefit from the growing demand for quick, tasty and nutritious meals
Shelf stable ready meals evolving to meet the needs of modern consumers
Digital marketing and expanded distribution could be key to growth

COMPETITIVE LANDSCAPE

Delifood increases its lead by building on the success of Super Bubur and Wow Spageti
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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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New regulation set to encourage healthier eating habits

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy natural products such as honey appeal

INDUSTRY PERFORMANCE

Mixed fortunes for sweet spreads as health and economic concerns inform demand

Honey brings natural sweetness and health claims to the market

WHAT'S NEXT?

Bright outlook for sweet spreads fuelled by the rise of honey

Health concerns likely to inform demand and new product development

New regulations aim to encourage healthier eating habits

COMPETITIVE LANDSCAPE

Domestic company Asta Guna Wisesa PT strengthens its lead in 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-indonesia/report.