



HW Snacks in Indonesia

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Indonesians are enticed by healthier snacks

INDUSTRY PERFORMANCE

- Snack brands embrace high protein and fibre claims
- Strong focus on sweet biscuits with added vitamins
- Natural snacks are attractive to consumers

WHAT'S NEXT

- Players need to adapt to nutritional labelling guidelines
- Snacks fortified with vitamins face strong growth potential
- Natural claims set to gain popularity among consumers

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

- Consumers are mindful of product quality, safety and nutritional value
- Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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