



Euromonitor  
International

# HW Staple Foods in Indonesia

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Organic trend gains momentum in staple foods  
Consumers lean into good source of minerals claims  
Growing focus on natural claims reflects product quality and safety concerns

WHAT'S NEXT

Gluten free claims are on the rise  
Emphasis on good source of minerals claims  
Rising health knowledge will drive demand for natural claims

CATEGORY DATA

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

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

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/hw-staple-foods-in-indonesia/report](http://www.euromonitor.com/hw-staple-foods-in-indonesia/report).