



# Chocolate Confectionery in Indonesia

July 2026

Table of Contents

## Chocolate Confectionery in Indonesia - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Chocolate Confectionery Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

### INDUSTRY PERFORMANCE

Affordable Indulgence Drives Growth, Sustaining Sustain Demand and Frequency

Countlines and Other Chocolate Confectionery Lead as Affordable, Impulse-Driven Choices

Brands Leverage Emotional Marketing to Deepen Brand Loyalty

Chart 2 - Silverqueen Emotional Marketing

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

### WHAT'S NEXT?

Convenience Stores to Expand Reach as Smaller Packs Drive Frequency

Chart 6 - Analyst Insight for Chocolate Confectionery

Health-Focused Launches to Reshape Consumer Expectations and Brand Value

Premiumisation and Emotional Marketing to Drive Growth

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Mayora Indah Tbk Pt and Ceres Pt Sustain Lead as Innovation and Brand Strength Drive Loyalty

Cadbury Dairy Milk Bubbly Debut Signals Shift in Chocolate Innovation

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

### CHANNELS

Convenience Retailers Build Loyalty through Impulse-Driven Access

Retail E-Commerce Expands Reach but Remains a Supporting Channel

Chart 11 - Retail Channels 2021-2026

### PRODUCTS

Delfi and Silverqueen Shape Demand through Affordable Indulgence and Emotional Engagement

Cadbury and Delfi Leverage Flavour and Texture Innovation to Drive Excitement

Chart 12 - Delfi Share Packs

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

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

Chart 35 - Population by Generation 2026

## 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/chocolate-confectionery-in-indonesia/report](http://www.euromonitor.com/chocolate-confectionery-in-indonesia/report).