



Euromonitor  
International

# Baked Goods in Indonesia

November 2025

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## Baked Goods in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience, digital reach, and affordability drive Indonesian baked goods

#### INDUSTRY PERFORMANCE

Baked goods remains resilient amidst economic challenges in Indonesia

Convenience and affordability drive dynamic growth of packaged cakes

#### WHAT'S NEXT?

Positive outlook driven by rise in urbanisation and disposable incomes

Health and wellness trend to increasingly influence product development

Convenience store expansion to help drive demand with innovative baked goods

#### COMPETITIVE LANDSCAPE

Nippon Indosari Corp PT maintains leadership of fragmented competitive landscape

Lotte's dynamic growth driven by rising popularity of its Choco Pie

#### CHANNELS

Specialists drive distribution with fresh baked goods and artisanal offerings

E-commerce well-suited to distributing packaged baked goods

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## [Staple Foods in Indonesia - Industry Overview](#)

### EXECUTIVE SUMMARY

Navigating economic headwinds: Key trends in Indonesian staple foods

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Consumers of staple foods navigate ongoing price pressures

Digital-first approach to marketing convenient meal solutions

Innovation emerges as crucial point of differentiation to drive growth

Health trends influence purchasing decisions and product development

#### WHAT'S NEXT?

Economic recovery and rising urbanisation to drive future growth of staple foods

Demand for functional staple foods to be driven by health trends  
Indonesians to be increasingly influence by social media trends

## COMPETITIVE LANDSCAPE

Indofood Sukses Makmur Tbk PT retains lead of highly fragmented landscape  
Lotte drives dynamic growth through expanding distribution and product innovation

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-indonesia/report](http://www.euromonitor.com/baked-goods-in-indonesia/report).