



**Euromonitor  
International**

# Breakfast Cereals in Indonesia

November 2025

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## Breakfast Cereals in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

A growth story driven by health, convenience, and digital innovation  
Rising urbanisation and westernisation drive sales of breakfast cereals  
Focus on health and wellness supports dynamic growth of muesli and granola

#### WHAT'S NEXT?

Urbanisation and demand for convenience will drive future growth of breakfast cereals  
Health trend and regulations to influence demand and product development  
Increasing focus on innovative product development as point of differentiation

#### COMPETITIVE LANDSCAPE

Nestlé maintains leadership through new launches and marketing initiatives  
Simba's strong growth driven by high-profile campaigns and collaborations

#### CHANNELS

Supermarkets and convenience stores appeal to urban consumers with strong availability and access  
Convenience and product discovery drive dynamic performance of e-commerce

#### CATEGORY DATA

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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/breakfast-cereals-in-indonesia/report](http://www.euromonitor.com/breakfast-cereals-in-indonesia/report).