



Breakfast Cereals in Indonesia

November 2025

Table of Contents

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

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025
Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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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 influenced 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

CHANNELS

Established store network ensures dominance of small local grocers
Convenience of rapid delivery services drives e-commerce growth

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
Table 13 - Sales of Staple Foods by Category: Value 2020-2025
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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