



Euromonitor  
International

# Sweet Spreads in Indonesia

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Healthy natural products such as honey appeal

### INDUSTRY PERFORMANCE

Mixed fortunes for sweet spreads as health and economic concerns inform demand

Honey brings natural sweetness and health claims to the market

### WHAT'S NEXT?

Bright outlook for sweet spreads fuelled by the rise of honey

Health concerns likely to inform demand and new product development

New regulations aim to encourage healthier eating habits

### COMPETITIVE LANDSCAPE

Domestic company Asta Guna Wisesa PT strengthens its lead in 2025

Madurasa finds success through promoting the health benefits of honey

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Convenience stores lead the distribution of sweet spreads

E-commerce showing strong potential as consumers spend more time online

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## Cooking Ingredients and Meals in Indonesia - Industry Overview

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Ongoing economic challenges encourage consumers to trade down

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Need for convenience and economic pressures impact purchasing behaviour

Consumer purchasing decisions being shaped by health and wellness concerns

Social media and digital marketing playing a vital role in the market

### WHAT'S NEXT?

Bright outlook for the market with sales set to benefit from an economic recovery

Increasing health consciousness set to inform demand and innovation

New labelling regulation set to transform the market

## COMPETITIVE LANDSCAPE

Unilever remains on top despite being impacted by a boycott

Kewpie sees strong gains while Ajinomoto closes the gap on Unilever

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