



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Indonesia

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth in 2025 driven by convenience and innovation

INDUSTRY PERFORMANCE

Consumer demand for quick meal solutions and supply chain innovation drive growth

Rising interest in sausages help drive growth of chilled processed red meat

WHAT'S NEXT?

Convenience to remain a major factor driving future growth

Health trends to inform product development and marketing strategies

Product innovation and digital engagement crucial for maintaining consumer interest

COMPETITIVE LANDSCAPE

Primafood International retains leadership with segmented portfolio

Macroprima's strong growth driven by innovation and wide distribution

CHANNELS

Convenience stores strengths position as leading distribution channel

Dynamic growth for e-commerce from low sales base

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 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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-indonesia/report.