



**Euromonitor
International**

Meals and Soups in Indonesia

November 2025

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Meals and Soups in Indonesia - Category analysis

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2025 DEVELOPMENTS

Busy urbanites drive sales in their quest for convenience

INDUSTRY PERFORMANCE

Meals and soups benefiting from rising demand for convenience

Instant spaghetti brings newfound enthusiasm for dried ready meals

WHAT'S NEXT?

Sales set to benefit from the growing demand for quick, tasty and nutritious meals

Shelf stable ready meals evolving to meet the needs of modern consumers

Digital marketing and expanded distribution could be key to growth

COMPETITIVE LANDSCAPE

Delifood increases its lead by building on the success of Super Bubur and Wow Spageti

Pop Spageti's success follows hot on the heels of Wow Spageti

CHANNELS

Convenience stores playing a key role in the rise of ready meals in Indonesia

E-commerce pairs well with the convenient positioning of ready meals

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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
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