



HW Cooking Ingredients and Meals in Indonesia

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek healthy everyday ingredients

INDUSTRY PERFORMANCE

Organic and plant-based claims expand
Consumers largely seek natural claims
Innovation in no and low sugar products responds to changing preferences

WHAT'S NEXT

More consumers to seek organic and clean labels products
Rising incomes to spur demand for natural claims
Stronger emphasis on 'no added sugar' products

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value
Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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