



HW Staple Foods in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier rice and noodles continue to gain popularity among Indonesians
Healthier rice options continue to fuel sales of staple foods in 2023
New dietary preferences see positive growth for vegan and plant-based claims

PROSPECTS AND OPPORTUNITIES

Portion control trend likely to gain momentum as obesity concerns rise
Rice likely to remain a key focus for the development of health and wellness products
Vegan claims becoming more commonplace as consumers adopt healthier and more ethical choices

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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