



HW Staple Foods in Indonesia

January 2026

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HW Staple Foods in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Organic trend gains momentum in staple foods

Consumers lean into good source of minerals claims

Growing focus on natural claims reflects product quality and safety concerns

WHAT'S NEXT

Gluten free claims are on the rise

Emphasis on good source of minerals claims

Rising health knowledge will drive demand for natural claims

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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