



Breakfast Cereals in Indonesia

November 2025

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Breakfast Cereals in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A growth story driven by health, convenience, and digital innovation
Rising urbanisation and westernisation drive sales of breakfast cereals
Focus on health and wellness supports dynamic growth of muesli and granola

WHAT'S NEXT?

Urbanisation and demand for convenience will drive future growth of breakfast cereals
Health trend and regulations to influence demand and product development
Increasing focus on innovative product development as point of differentiation

COMPETITIVE LANDSCAPE

Nestlé maintains leadership through new launches and marketing initiatives
Simba's strong growth driven by high-profile campaigns and collaborations

CHANNELS

Supermarkets and convenience stores appeal to urban consumers with strong availability and access
Convenience and product discovery drive dynamic performance of e-commerce

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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 influence 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
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