



Processed Fruit and Vegetables in Indonesia

November 2025

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Processed Fruit and Vegetables in Indonesia - Category analysis

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2025 DEVELOPMENTS

Growth, competition, and evolving retail landscape in 2025

INDUSTRY PERFORMANCE

Demand for convenience among urban and young consumers drives growth

Shelf stable beans combines health benefits with economical value

WHAT'S NEXT?

Stronger future growth to be driven by economic recovery and convenience

Versatility and time-saving attributes of processed options increasingly appreciated

Upcoming regulations to present both challenges and opportunities

COMPETITIVE LANDSCAPE

Kikkoman Corp retains established leadership of competitive landscape

Bonduelle benefits from expanding distribution and use of social media

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Dynamic growth for e-commerce from low sales base

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Staple Foods in Indonesia - Industry Overview

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Navigating economic headwinds: Key trends in Indonesian staple foods

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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 influenced by social media trends

COMPETITIVE LANDSCAPE

Indofood Sukses Makmur Tbk PT retains lead of highly fragmented landscape
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