

Savoury Snacks in Indonesia

June 2023

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Savoury Snacks in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Garudafood Group maintains its lead in savoury snacks with its top Garuda brand
Puff snacks continues to recover from volume declines, while value is supported by higher unit prices
E-commerce sales boost the performance of savoury snacks in Indonesia

PROSPECTS AND OPPORTUNITIES

Vegetable, pulse, and bread chips gain popularity as health and wellness trends continue
Social media becomes the source of product information for consumers
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