

Rice, Pasta and Noodles in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice sees spikes in unit price

Indofood Sukses Makmur continues to lead

Pasta consumption increases as a result of foodservice recovery post-pandemic, as consumers look for better-value options overall

PROSPECTS AND OPPORTUNITIES

Sustained retail growth forecast for overall category sales

Instant noodles to record relatively modest retail volume growth with growth driven by innovation

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