

Sweet Spreads in Indonesia

January 2024

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Sweet Spreads in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued expansion, with honey remaining a key category
Strong performance from Sunbulah Group and Asta Guna Wisesa PT
Increase in rigid HDPE plastic containers, as well as low-calorie spreads

PROSPECTS AND OPPORTUNITIES

Honey to contribute to significant growth over the forecast period
Boom in home businesses selling bread to drive sales beyond honey
Traditional channel becoming increasingly important in jams and preserves

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Cooking Ingredients and Meals in Indonesia - Industry Overview

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