



HW Snacks in Indonesia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health-consciousness continues to buoy demand for “clean label” snacks

Good source of vitamins still the leading health and wellness claim in snacks

Brain health and memory driven by ageing population

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Interest in functional claims related to beauty and personal appearance set to rise

Good source of vitamins will remain the leading health and wellness claim

Growth potential for vegan claims

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[Health and Wellness in Indonesia - Industry Overview](#)

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Overview

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