

# HW Cooking Ingredients and Meals in Indonesia

November 2023

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### 2022 DEVELOPMENTS

Health and wellness products made with local herbs and spices gain popularity

Natural still the leading health and wellness claim but overall sales decline

Positive growth for digestive health claim

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Plant-based options will benefit from health, environmental and animal welfare concerns

Natural set to remain the leading health and wellness claim

Clear potential in vegan claims

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Overview

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