



Euromonitor  
International

# Chocolate Confectionery in Indonesia

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High cocoa prices lead to “shrinkflation” and discount strategies, to maintain sales in chocolate confectionery  
Ceres and Mayora hold their appeal across their specialist subcategories  
Convenience stores maintain their strength for chocolate confectionery sales

PROSPECTS AND OPPORTUNITIES

Developments expected in flavours and formulations, alongside sustainable cocoa practices  
Retail value to recover faster than retail volume over the forecast period  
Convenience stores will remain an important channel, while consumers turn to e-commerce for specialist products

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