



# Chocolate Confectionery in Indonesia

August 2024

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## Chocolate Confectionery in Indonesia - Category analysis

### 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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