



Breakfast Cereals in Indonesia

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Breakfast cereals see stable growth, with sales largely restricted to affluent consumers
Muesli and granola continue leading growth within breakfast cereals, while hot cereals gain traction
Simba Choco Chips outpaces Koco Krunch in terms of retail value growth due to affordability and local appeal

PROSPECTS AND OPPORTUNITIES

Rising demand for breakfast cereals amid shifting consumer lifestyles
Manufacturers have opportunity to align breakfast cereals with traditional Indonesian preferences
Muesli and granola will benefit from wider availability through online and offline distribution channels, alongside marketing investment

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Staple Foods in Indonesia - Industry Overview

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