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International

# Snacks in Indonesia

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Chocolate Confectionery in Indonesia

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
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KEY DATA FINDINGS

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- Sugar confectionery remains dependent on impulse sales

PROSPECTS AND OPPORTUNITIES

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### KEY DATA FINDINGS

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#### PROSPECTS AND OPPORTUNITIES

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Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia

KEY DATA FINDINGS

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- Mayora maintains its lead thanks to well-established portfolio within sweet biscuits
- Sales channels vary, depending on product maturity in the country

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