



Staple Foods in Indonesia

January 2025

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DISCLAIMER

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2024 DEVELOPMENTS

- Retail unit price growth of baked goods normalise with restoration of global wheat supply
- Emerging competitors challenge Sari Roti's dominance
- Private labels gain ground in packaged pastries

PROSPECTS AND OPPORTUNITIES

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Simba Choco Chips outpaces Koco Krunch in terms of retail value growth due to affordability and local appeal

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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