



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong demand persists, despite rising costs
- New entrants drive popularity of frozen processed poultry
- Players adopt diverse marketing strategies to capture different market segments

PROSPECTS AND OPPORTUNITIES

- Innovative flavour variations to sustain consumer interest
- Meat substitutes unlikely to gain a strong foothold, although tofu will see sustained sales
- E-commerce contribution to processed meat sales will remain minimal, amid cold chain industry challenges

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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Staple Foods in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
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MARKET DATA

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-indonesia/report.