



HW Snacks in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health-consciousness continues to buoy demand for “clean label” snacks

Good source of vitamins still the leading health and wellness claim in snacks

Brain health and memory driven by ageing population while healthy snack bars become increasingly popular

PROSPECTS AND OPPORTUNITIES

Younger consumers set to pay more attention to their health and appearance

Good source of vitamins will remain the leading health and wellness claim

Strong growth potential for vegan claims

CATEGORY DATA

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Health and Wellness in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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