



Euromonitor  
International

# Baked Goods in Indonesia

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## Baked Goods in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further price hikes lead to flat retail volume growth while artisanal baked goods gains ground

Nippon Indosari Corp retains leadership through expanding distribution network

Price discounts and greater offer of variants as primary promotional strategies in 2023.

#### PROSPECTS AND OPPORTUNITIES

Unpackaged bread and cakes will outperform packaged options

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-indonesia/report](http://www.euromonitor.com/baked-goods-in-indonesia/report).