

# Savoury Snacks in Indonesia

August 2024

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#### 2024 DEVELOPMENTS

Savoury snacks suffers from already being a mature category Highly fragmented category with a focus on local players

Traditional channels remain important for savoury snacks

#### PROSPECTS AND OPPORTUNITIES

Savoury snacks could benefit from stronger sales through convenience stores

Spicy flavour trends remain popular, with and interest in healthier products expected

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