



Processed Meat, Seafood and Alternatives To Meat in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes seen for second consecutive year

Primafood International sustains overall lead, while single-serve chilled sausage sees rising demand

Chilled processed red meat posts rapid volume rises in 2023

PROSPECTS AND OPPORTUNITIES

Continued growth expected for the forecast period with marketing driving category expansion

Meat substitutes unlikely to find strong footing any time soon, though tofu will see sustained sales

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