



HW Cooking Ingredients and Meals in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness products made with local herbs and spices gain popularity

Natural still the leading health and wellness claim but overall sales decline

Honey remains popular among those seeking to improve their digestive health

PROSPECTS AND OPPORTUNITIES

Plant-based, vegetarian and vegan options should benefit from rising concerns around health, the environment and animal welfare

Natural set to remain the leading health and wellness claim

Edible oils set to benefit from increased focus on healthier cooking options

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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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

DISCLAIMER

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