



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL

Food and Beverage Export Guide to Indonesia

September 2020





Food and Beverage Export Guide to Indonesia

A custom report compiled by Euromonitor International for the Australian Food and Grocery Council (AFGC)

Australian Food and Grocery Council

September 2020

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1. ACKNOWLEDGMENT AND DISCLAIMER

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2. FOREWORD

The COVID-19 pandemic of 2020 has highlighted both the importance and potential vulnerabilities of global food supply chains. As countries around the world deal with the fallout of the health crisis, governments are also focused on ensuring continued supplies of essential food and grocery products for their populations. The crisis has reinforced the importance of agriculture trade in maintaining food security and stable food prices.

The recently completed Indonesia–Australia Comprehensive Economic Partnership Agreement (IACEPA) will greatly facilitate closer trade relations and help build supply chains in both countries. Indonesia is a top ten export destination for the Australian food and beverage sector and promises to be an important growth market. Improved market access and reduced barriers to trade enabled by IACEPA will help exporters realise this opportunity.

The Food and Beverage Export Guide to Indonesia is meant to serve as a tool for Australian food and beverage exporters to help explore opportunities in the Indonesian market by informing the reader of the changing consumer behaviour, category insights and regulatory landscape and listing key stakeholders in Indonesia.

As this guide shows, the Indonesian market is very competitive, with the presence of strong local manufacturers and brands. Value for money, strong product differentiation and the ability to excite the consumer will be the winning formula for successful exports.



3. INTRODUCTION

The Australian Food and Grocery Council (hereafter AFGC) is a peak industry body representing the processed food, beverage and grocery sector in Australia. As the Indonesia–Australia Comprehensive Economic Partnership Agreement (IACEPA) entered into force on 5 July 2020, AFGC is interested in supporting Australian exporters to further enhance exports of processed food and beverages into Indonesia.

The aim of this export guide is to help food and beverage exporters realise market access opportunities created under the IACEPA. The guide will also assist the industry in breaking down the technical and regulatory requirements for exporting to Indonesia and recognising potential non-tariff barriers. Furthermore, the guide provides a list of Australian and Indonesian government and industry stakeholders which will help exporters understand key players and serve as a point of reference in case further information is required by the exporter.

The industries, categories and subcategories which fall within the scope of the export guide are as follows:

Packaged Food

- Snacks
 - Confectionery
 - Ice Cream and Frozen Desserts
 - Savoury Snacks
 - Sweet Biscuits, Snack Bars and Fruit Snacks
- Dairy Products and Alternatives
 - Baby Food
 - Dairy
- Staple Foods
 - Baked Goods
 - Breakfast Cereals
 - Processed Fruit and Vegetables
 - Processed Meat and Seafood
 - Rice, Pasta and Noodles
- Cooking Ingredients and Meals
 - Edible Oils
 - Ready Meals
 - Sauces, Dressings and Condiments
 - Soup
 - Sweet Spreads

Soft Drinks

- Bottled Water
- Carbonates
- Concentrates
- Juices
- RTD Coffee
- RTD Tea
- Energy Drinks
- Sports Drinks
- Asian Speciality Drinks

Please see the Appendix for exact category and subcategory definitions.

Note: Throughout this export guide, packaged food and soft drinks are referred to as two separate industries when discussing category, brand share and channel data.

Euromonitor International, alongside AFGC, has established the following research objectives for the purpose of this export guide for Indonesia:

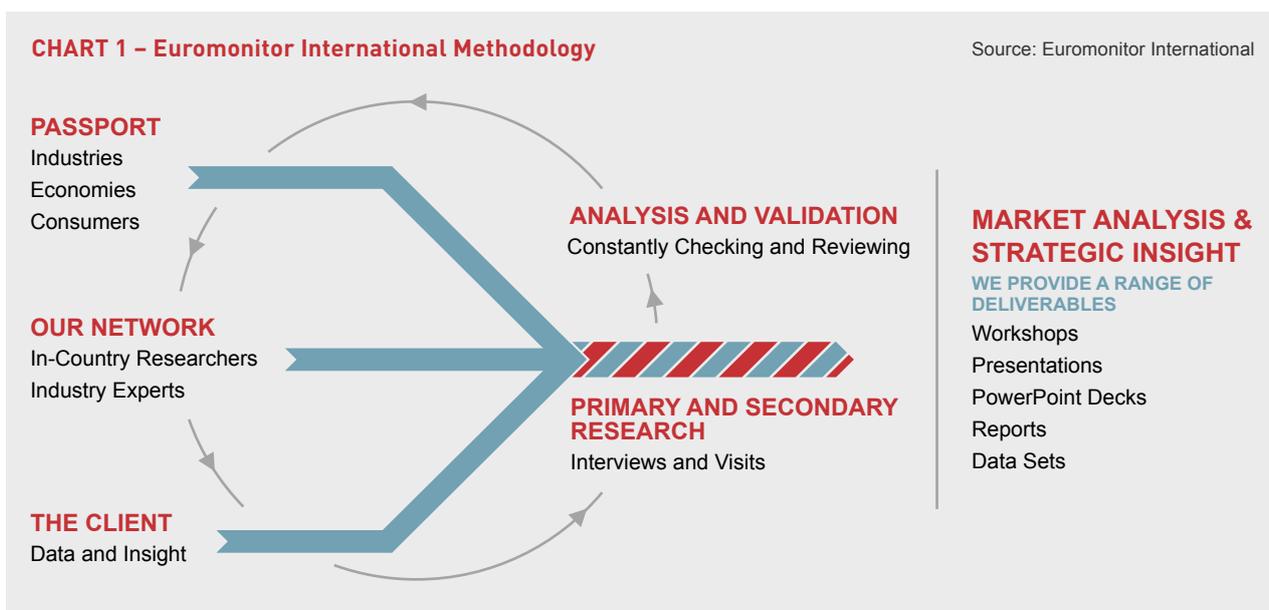
- Assess the market size and opportunities for exports of Australian processed food and beverage products to Indonesia;
- Understand supply chain dynamics and import regulatory procedures, especially for labelling, certification and documentation, and the relevant agencies for these processes.

4. METHODOLOGY

Euromonitor International implements a research methodology that is based on local knowledge acquired through communication and discussion with multiple market players, analysis of secondary sources such as industry reports and official statistics, and product data collected through physical and online store visits. Euromonitor’s top-down and bottom-up approach also allows for a global economic, social and political context which is obtained through constant monitoring of emerging consumer and market trends across over 30 industries and 100 markets.

The findings obtained through the course of the research have been reviewed and verified by specialists in the Packaged Food and Soft Drinks industries, in order to corroborate emerging trends and important market dynamics as well as identify any other traits that are unique to the Indonesian market. As part of this project, Euromonitor also conducted bi-weekly consultations and engagement sessions with the Australian Trade and Investment Commission (Austrade) and the Department of Agriculture, Water and Environment (DAWE). Similarly, additional consultations were conducted with Indonesia’s food and beverage industry body as well as the Australian Food and Grocery Council (AFGC).

The Euromonitor research process enables the triangulation and deep analysis of findings from primary and secondary sources, providing a true holistic view of the researched industries and Indonesian market. Chart 1 illustrates the standard methodology that is applied to research projects.

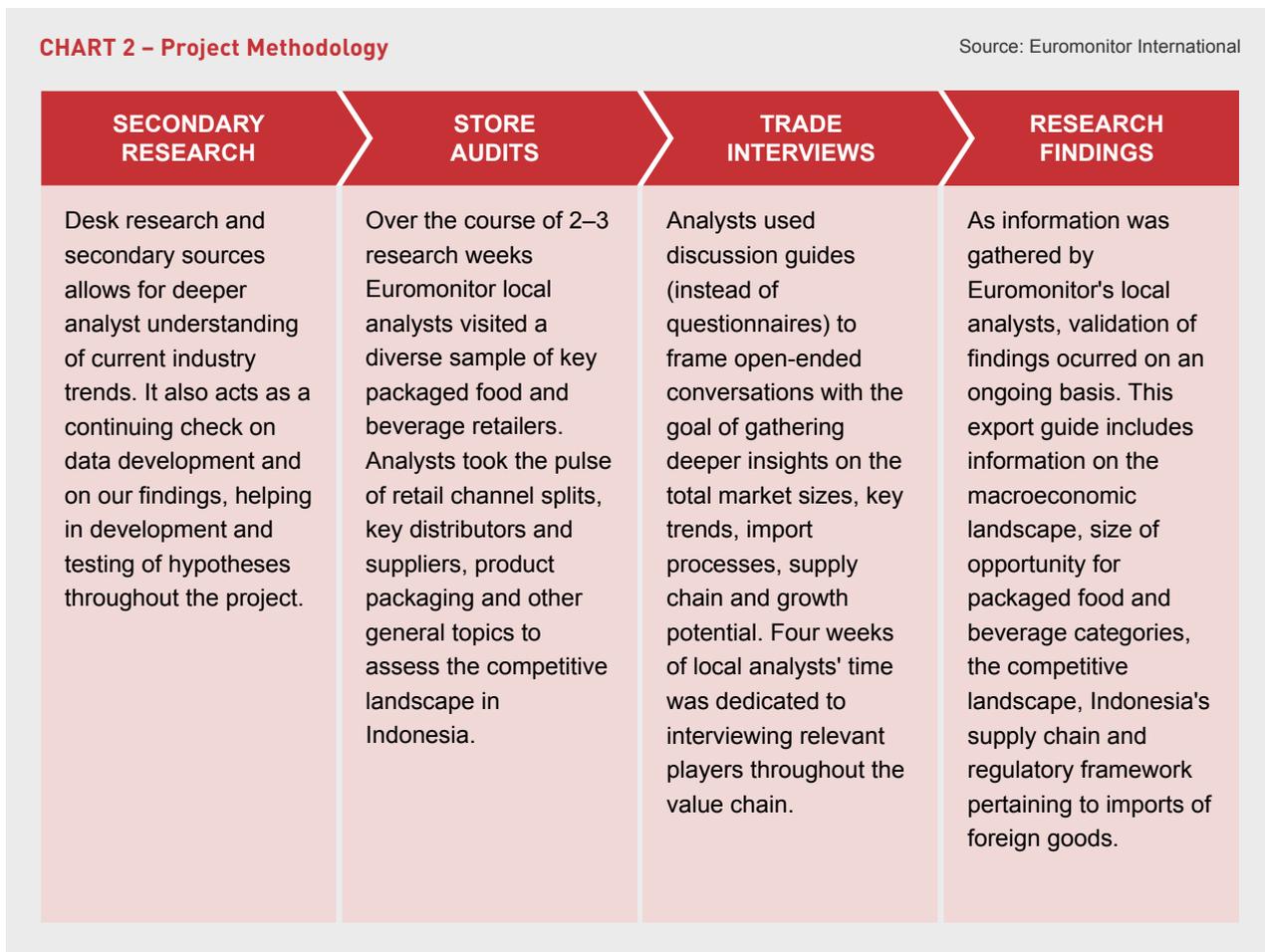


The first phase of this study leveraged Euromonitor’s expansive database of FMCG industries, which includes data and insights on market sizes, forecasts, company shares and distribution channels, among others. This phase focussed on conducting secondary research and exhausting all publicly available information, which contributed to the research team’s formulation of early hypotheses regarding key market trends, prospects, supply chain dynamics and import procedures. In turn, these hypotheses enable the research team to obtain the required information to gain a deeper and helpful understanding of the country’s demand levels for certain product categories as well as the regulatory framework for the trade and import of foreign food and beverages. In this phase, the research team also identified the most relevant market players to be included in the list of interview contacts.

The next phase of the study involved the execution of primary research. This involved visiting multiple retail channels such as supermarkets, convenience stores and independent small grocers at strategic locations such as Jakarta and Bali. These visits allowed for tactical understanding of product availability, price levels, new product development and brand presence, among others. Euromonitor International visited a total of 14 retail stores, 10 stores in Jakarta and four stores in Bali, focusing on the premium modern retail sector.

During this phase, Euromonitor International conducted in-depth trade interviews with different market players (distributors, retailers, importers, trade associations, manufacturers). A total of eight in-depth trade interviews were conducted with these industry players.

The following chart shows a summarised view of the methodology applied to this study:



Note: Historical value data (Current terms)/Forecast value data (Constant), Forecast period (2020–24) has been estimated, fixed 2019 exchange rates.

Coronavirus considerations

All 2020 and forecast data and insights included in this report account for coronavirus (COVID-19)–related implications and effects on the economic performance of Indonesia, as well as the food and beverage industry's performance.

5. FOOD AND BEVERAGE SNAPSHOT

Packaged food volume



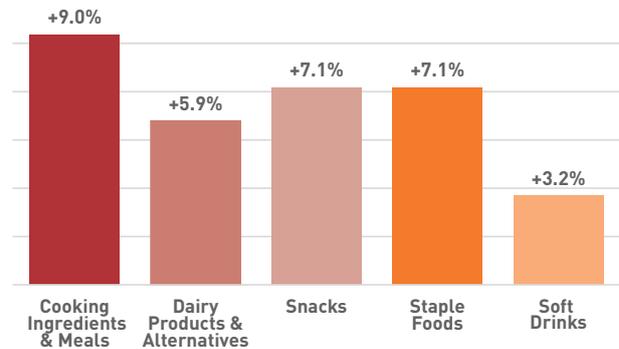
Expenditure on food and non-alcoholic beverages



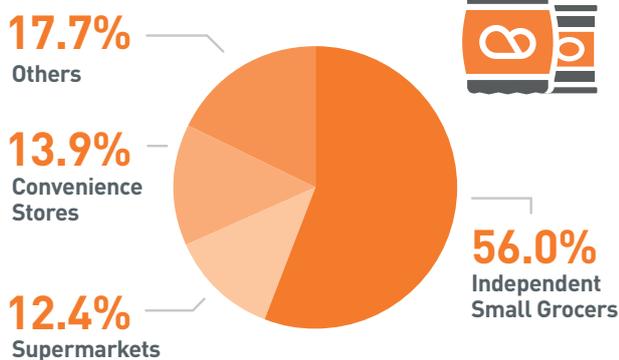
Packaged food & beverage sector (Retail)



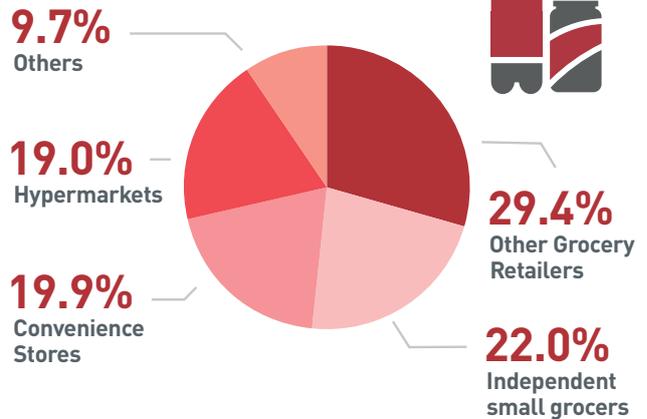
Category growth in 2019 (Retail)



Packaged food distribution (Retail Value 2019)



Soft drinks distribution (Off-trade Volume 2019)



Currency is in AUD

*Compounded annual growth rate (5 years)



6. Macroeconomic landscape

6.1 Country Overview

6.2 Political Context

6.3 Economy

6. MACROECONOMIC LANDSCAPE

6.1 COUNTRY OVERVIEW

Indonesia is the fourth most populous country in the world, with a population of approximately 271 million people in 2019.

The country is known for having vast natural resources, a young population and an increasingly diverse and balanced economy. Indonesia's economy is the largest in Southeast Asia and has experienced significant economic growth for over two decades.

Indonesia is also the country with the largest number of Muslims in the world, and it is one of the most geographically dispersed countries. Similarly, Indonesia is an ethnically diverse country, with over 300 languages being spoken across the archipelago.

The following table shows other important facts about Indonesia.

TABLE 1 – Country Facts Table (2019)

Source: Euromonitor International from national statistics/UN

Republic of Indonesia	
System	Constitutional Democracy
Capital	Jakarta
Area	1,811,600 square kilometres
Currency	Rupiah
Head of State and Government	Joko Widodo (2014)
Official Languages	Bahasa Indonesia (Indonesian)
Total Population	270.6 million
Median Age	29.5 years
Major Metropolitan Areas (Population)	Jakarta (32.3 million), Bandung (8.7 million), Surabaya (7.6 million), Semarang (4.9 million), Medan (4.5 million), Malang (3.7 million), Samarinda (2.6 million), Denpasar (2.1 million)

6.2 POLITICAL CONTEXT

6.2.1 POLITICAL STRUCTURE AND LAST ELECTIONS

Indonesia is a democratic republic led by a President as the Head of State. Legislative power rests with the People's Consultative Assembly (MPR), composed of 575-member House of Representatives (DPR) and a 136-member Regional Representatives' Council (DPD). In line with the principle of the separation of powers, Indonesia has an independent judiciary.

National and sub-national legislative elections were held in April 2019 simultaneously with a presidential election. As a result of the presidential elections, Joko Widodo regained office with 56% of the vote, defeating ex-general Prabowo Subianto, the only other candidate. Some 20 political parties contested the national legislative elections, and nine succeeded in winning seats in the DPR. The Indonesian Democratic Party of Struggle (PDI-P), of which Widodo is a member, won the highest number of seats and formed a government in coalition with five other parties.



Shortly after winning the election, Joko Widodo announced significant economic and legislative plans focused on improving human capital, attracting investment, creating jobs, and continuing his first-term priority on infrastructure development. Two key priorities for his second term are reforming Indonesia's labour, regulation, taxation and investment systems through an omnibus law on job creation and moving the capital from Jakarta to East Kalimantan to address overcrowding. Both projects have been set back as government has diverted its attention and resources to respond to the COVID-19 pandemic.

6.2.2 POLITICAL STABILITY

Indonesia transitioned to a democracy in 1998 when the Asian Financial Crisis added fuel to long-growing popular dissent and the Suharto regime was toppled by widespread protests. Beginning in 1998, Indonesia underwent "Reformasi", a period of democratisation involving the reform of governance, economic and security structures as well as extensive decentralisation. Indonesia is now the world's third-largest democracy with regular, open elections. Citizens enjoy political freedoms and a free press.

The 2019 elections had a polarising effect on politics in Indonesia, and there were some small-scale riots after Prabowo's defeat. However, in the following months Widodo reconciled with Prabowo and the latter's Gerindra party were invited into Widodo's governing coalition, with Prabowo serving as Defence Minister. Widodo continues to enjoy strong public support with an approval rating of over 60%.

Sporadic low-level terrorist attacks, mainly targeting the security forces but occasionally also civilians, pose an ongoing security challenge, but Indonesia has well-developed legislative frameworks and operational capacity to manage the threat. There are also regular but small-scale and localised violent incidents in the Papua provinces, where there is an active separatist movement and the security forces have a large presence. As in any democracy with freedoms of expression and assembly, controversial issues sometimes generate civic protest activities and occasionally demonstrations can be quite large.

6.3 ECONOMY

6.3.1 ECONOMIC LANDSCAPE

Indonesia is a fast-growing economy which has thrived due to a large and growing domestic market. Private consumption currently accounts for approximately 60% of GDP. In 2019, Indonesia registered 5.0% growth in real GDP. Consumer spending driven by rising incomes, the rising middle class, controlled inflation, growth in export activity and public investment in infrastructure projects were some key factors supporting real GDP growth over the past five years. The real value of private consumption grew by 5.0% in 2019. Declining poverty rates, low inflation, healthy employment growth and social assistance programmes supported incomes and consumption.

Major Sectors

Agricultural production saw growth in 2019, registering a 3.0% year-on-year increase in real terms. Agriculture employs 30.6% of the workforce. Indonesia is currently one of the largest producers of rice and the leading producer of palm oil. Indonesia continues to be a country with enormous farming potential and plenty of available farmland to boost output. However, Indonesia faces challenges such as low farming productivity caused by labour-intensive processes.

The manufacturing sector makes an important contribution to the country's economy, accounting for about 23% of Indonesia's GDP. Foreign investment in public and private projects such as a petroleum refinery and large-scale steel plants stimulate manufacturing activity in Indonesia. Indonesia's manufacturing sector specialises in production of food and beverages, chemicals, basic metals, apparel, and electronics. Java is currently the home of manufacturing business and foreign investment projects.

Urban vs Rural

Indonesia is seeing strong contribution from its rural regions due to agricultural activity and it is expected to continue its growth path. However, in 2016 the World Bank reported that Indonesia is diversifying its economy from rural farm-based to services-based, driving urbanisation.¹ This trend of urbanisation is leading the middle-class growth in disposable income per capita and higher purchasing power. Industry sources suggest that urbanisation will also contribute to more formal employment in major cities.

TABLE 2 – Economic Indicators in Indonesia (2015–2019)

Source: Euromonitor International Passport from national statistics/OECD/UN/IMF

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
GDP (real)	AUD billion	1,321.1	1,387.6	1,458.0	1,533.3	1,610.4	5.1
GDP growth	%	4.9	5.0	5.1	5.2	5.0	
GDP per capita	AUD	5,112.9	5,305.2	5,508.9	5,728.4	5,950.4	3.9
Inflation	% growth	6.4	3.5	3.8	3.2	3.0	
Indonesia exchange rate against US dollar	IDR per USD	13,391	13,305	13,381	14,238	14,149	
Australia exchange rate against US dollar	AUD per USD	1.33	1.35	1.31	1.34	1.44	
Unemployment rate	%	6.0	5.5	5.4	5.2	5.1	
Total population	million	258.4	261.6	264.7	267.7	270.6	1.2
Urban population	million	138.8	142.4	146.0	149.5	153.0	2.5
Disposable income per capita – urban residents	AUD	3,851.1	3,970.1	4,065.9	4,204.0	4,348.9	3.1
Consumer expenditure on food and non-alcoholic beverages	AUD billion	242.0	251.0	265.5	283.2	298.3	5.4

Note: Fixed 2019 exchange rates, constant terms.

1. www.dw.com/en/indonesias-historic-shift-to-an-urban-economy/a-19345723

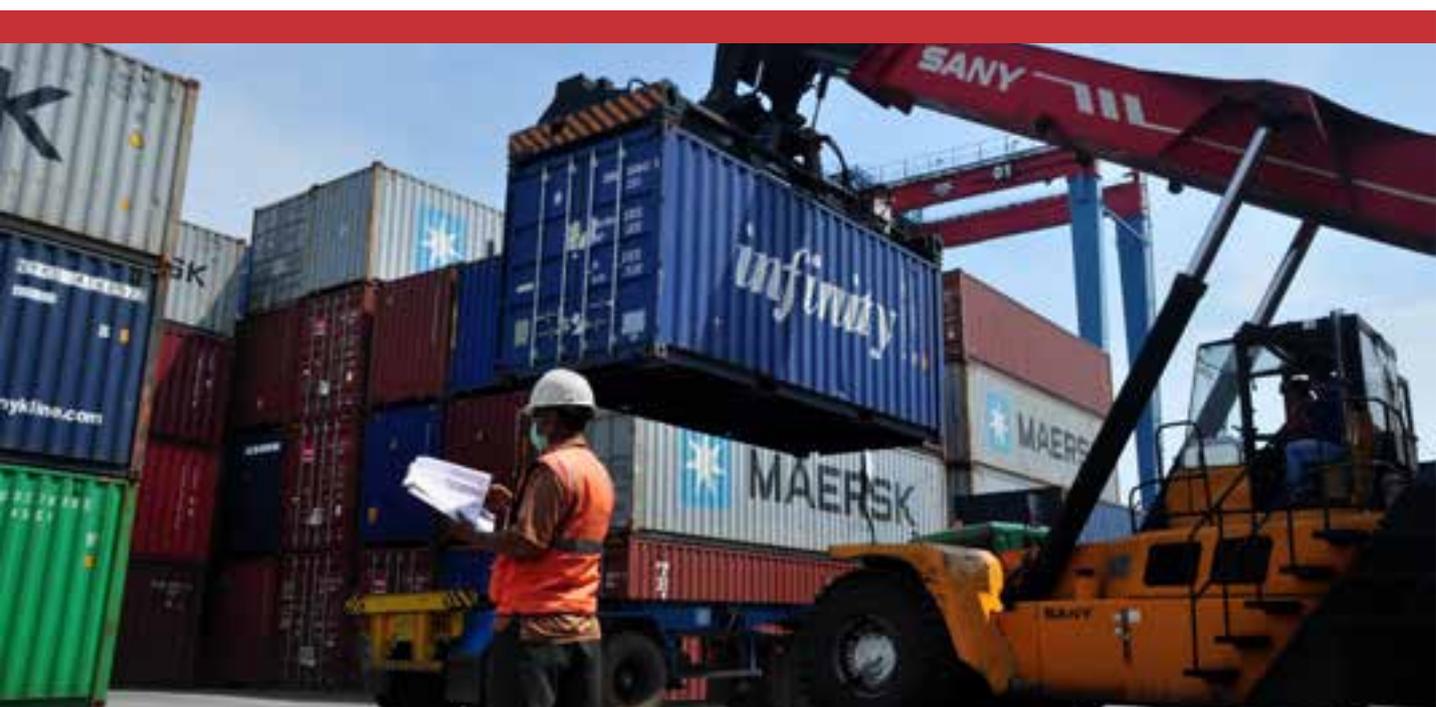
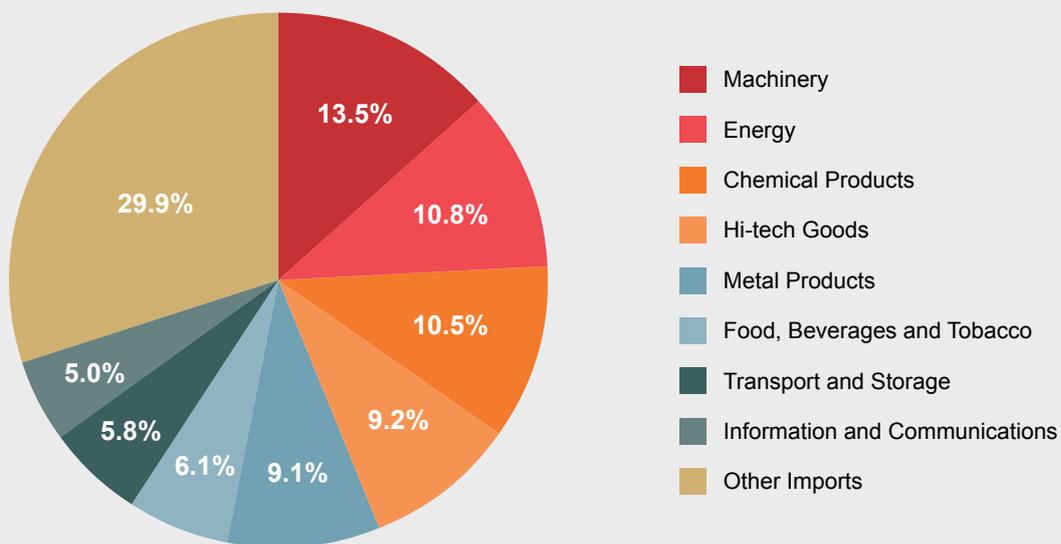
6.3.2 TRADE LANDSCAPE

Indonesia is a market that, although open to international trade, is not too reliant or dependent on exports compared to other Southeast Asian markets. In 2019, Indonesia’s exports reached AUD300 billion, registering a 5.9% year-on-year decline. Asia remains a major export market for Indonesia with mineral products, oil and gas, textile and leather products, and vegetable products being key export commodities.

It is estimated that total Indonesian imports in 2019 reached AUD304 billion, contracting by 7.8% on the previous year. Declining oil and gas imports have improved the trade balance, as the government has encouraged a shift towards domestic fuel consumption. China, Singapore, Japan and Thailand are the top four countries for imports. China is the leading exporter for machinery and hi-tech goods whereas refined petroleum products are sourced from Singapore and sugar is sourced from Thailand.

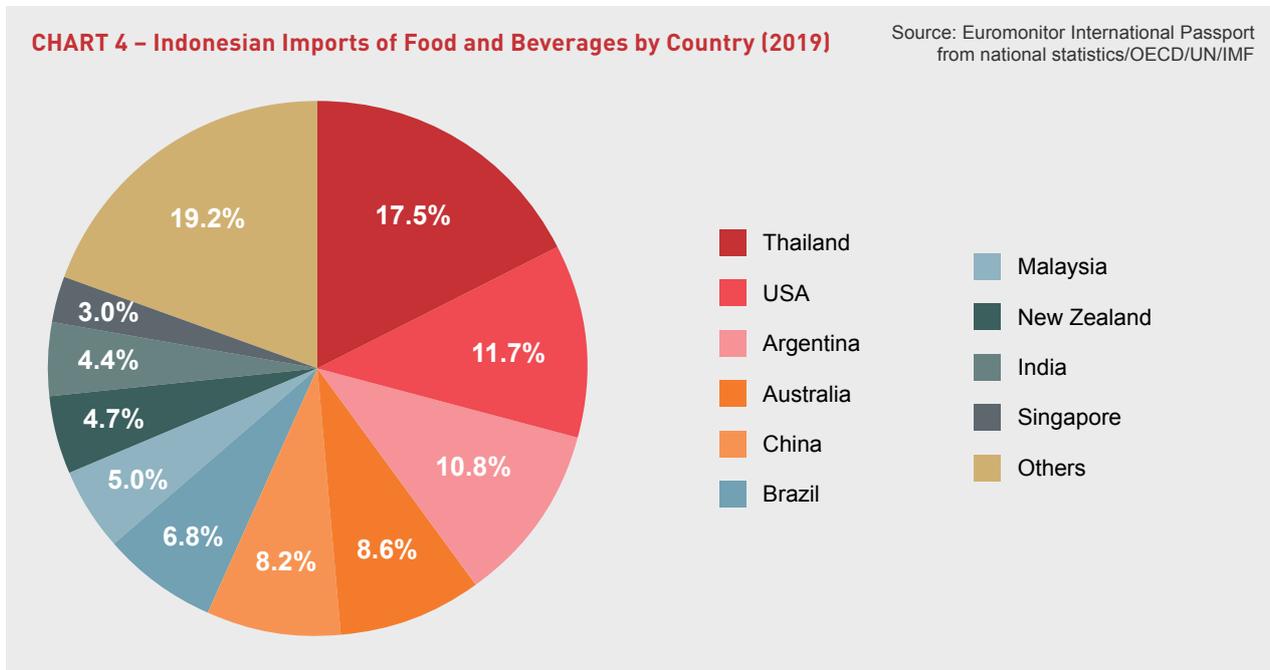
CHART 3 – Indonesia Total Imports (2019)

Source: Euromonitor International Passport from national statistics/OECD/UN/IMF



Import of Food and Beverages

In 2019, it is estimated that Indonesia imported a total of AUD17.8 billion of packaged food and beverages. Key imports were **sugar, vegetable and animal oils/fats, coffee, tea, spices and ready meals, grain mill products and dairy products**. Indonesia received 56.8% of its food and beverage imports from Thailand, the US, Argentina, Australia and China.



Key Australian food and beverage imports included sugar, meat and meat products, and dairy products.

Indonesia–Australia Comprehensive Economic Partnership Agreement

On 5 July 2020, the new Indonesia–Australia Comprehensive Economic Partnership Agreement (IACEPA) came into effect. The agreement aims to provide better and more certain access to the Indonesian market for Australian exporters. Over 99% of Australian goods exports by value will enter Indonesia duty-free or under significantly improved preferential arrangements. The partnership goes beyond tariffs, offering improvements in administrative procedures for exporters and importers. It also contains a mechanism to support businesses by reviewing non-tariff measures and recommending solutions.

For further information on key outcomes and benefits from the newly introduced IACEPA, please visit the following official websites:

- [Department of Foreign Affairs and Trade’s IACEPA page](#)
- [AUSTRADE’s IACEPA page](#)



6.3.3 COVID-19 AND ECONOMIC PROSPECTS

COVID-19 Implications

In March 2020, the first few cases of COVID-19 in Indonesia were reported. As an initial action, the Indonesian government declared the pandemic a national disaster, but it did not implement a full lockdown. Nevertheless, strict social restrictions were imposed in the weeks to come. Domestic demand has weakened due to economic uncertainty arising from COVID-19 restrictions and disruption to current employment levels have also added to the uncertainty, particularly as Indonesia still has a high level of informal employment.

Economic Outlook

Indonesia's economy is expected to contract by 1.5% in 2020 due to the short-term negative effect of restrictions and reduced business activity in the first half of the year. Nevertheless, Indonesia is forecast to experience healthy real GDP growth in 2021 and subsequent years. Rising incomes and falling poverty rates are expected to support consumption growth in the long run. Similarly, the Indonesian government has implemented multiple economic stimulus packages, particularly within lower socioeconomic consumer groups, in order to help domestic consumption. Infrastructure projects are expected to resume in late 2020, with government spending on infrastructure expected to contribute to the country's recovery post-COVID-19. Growth of real GDP will average around 5.8% during the forecast period (2020–2024), with the International Monetary Fund (IMF) predicting Indonesia will become the fifth largest economy in the world by the year 2030.

TABLE 3 – Economic Indicators in Indonesia, Forecast (2020–2024)

Source: Euromonitor International Passport from national statistics/OECD/UN/IMF

	Unit	2020	2021	2022	2023	2024	% CAGR 2020–2024
GDP (real)	AUD billion	1,585.8	1,681.0	1,792.6	1,894.7	1,990.3	5.8
GDP growth	%	-1.5	6.0	6.6	5.7	5.0	
GDP per capita	AUD	5,797.7	6,082.8	6,421.8	6,722.7	6,995.7	4.8
Inflation	% growth	2.4	3.0	3.4	3.8	4.0	
Indonesia exchange rate against US dollar	IDR per USD	14,406	14,254	14,434	14,607	14,781	
Australia exchange rate against US dollar	AUD per USD	1.50	1.50	1.50	1.50	1.49	
Unemployment rate	%	5.6	5.8	5.6	5.6	5.6	
Total population	million	273.5	276.4	279.1	281.8	284.5	1.0
Urban population	million	156.5	159.9	163.3	166.6	169.9	2.1
Disposable income per capita – urban residents	AUD	4,192.2	4,347.7	4,542.8	4,702.7	4,837.6	3.6
Consumer expenditure on food and non-alcoholic beverages	AUD billion	295.0	311.8	332.3	351.3	368.8	5.7

Note: Forecast period (2020–24) estimated, fixed 2019 exchange rates, constant terms.



7. Food and Beverage Market

- 7.1 Snacks
- 7.2 Dairy Products and Alternatives
- 7.3 Staple Foods
- 7.4 Cooking Ingredients and Meals
- 7.5 Soft Drinks

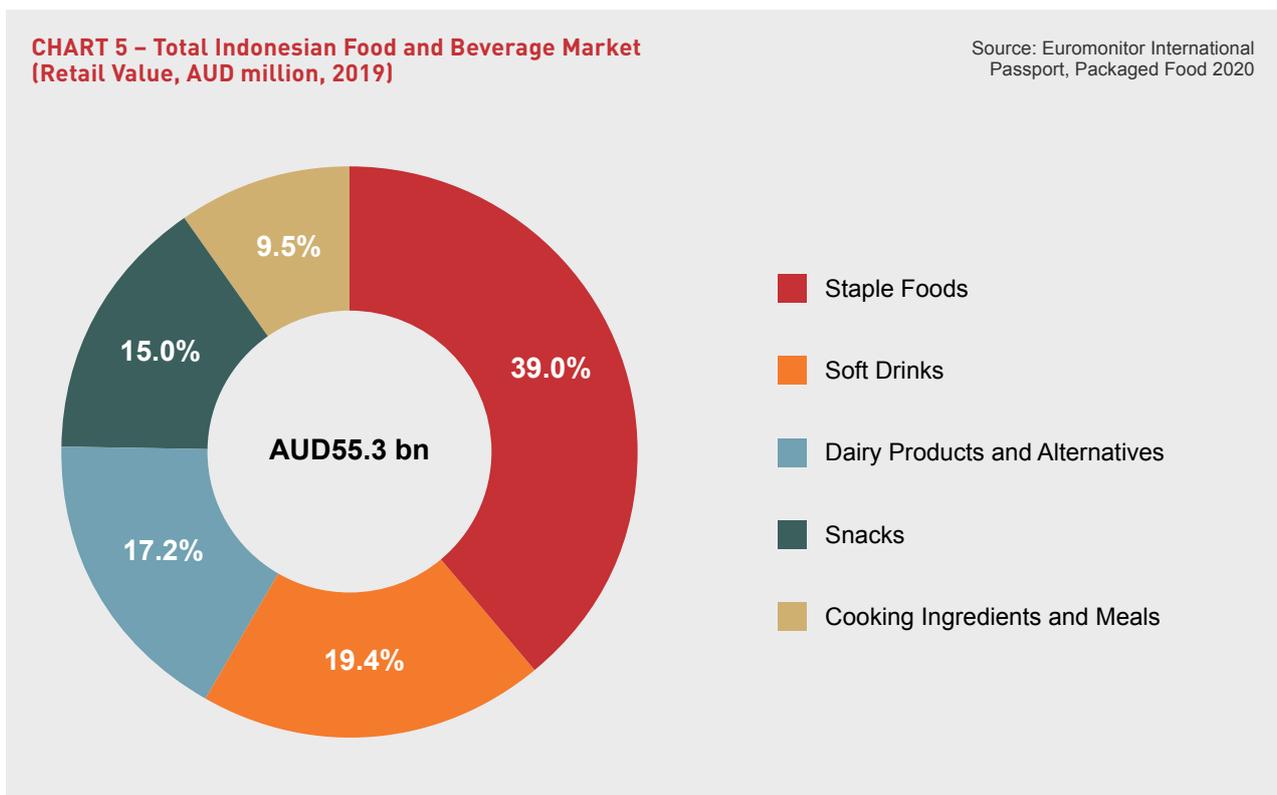
7. FOOD AND BEVERAGE MARKET

Indonesia’s retail packaged food and beverage market was worth AUD55.3 billion in 2019, registering a year-on-year retail value growth of 6.3%. While all five food and beverage categories saw strong growth in 2019, staple foods and cooking ingredients and meals contributed the most in terms of highest year-on-year growth rates and total retail value. Staple foods make up 39.0% of the total retail packaged food and beverage market in Indonesia, making it the largest among all categories.

Growth in Indonesia’s food and beverage market was supported by expansion of convenience stores across the country, where consumers are able to easily access “on-the-go” products such as snacks, soft drinks and ready meals. Similarly, consumer openness or willingness to try new products, flavours and formats was an important driver of growth in the food and beverage market.

Middle- and upper-income earning consumers have driven demand for premium products. Growth in modern retail channels such as convenience stores, supermarkets and hypermarkets has driven availability of premium goods. In turn, this has greatly benefited imported products in major urban areas such as Jakarta and Surabaya, where demand for imported products continues to be driven by consumers seeking quality, innovation, exclusivity and premium flavours.

The chart below provides a breakdown of total retail value of the packaged food and beverage market by categories.



7.1 SNACKS

- Retail value of snacks category was AUD8.3 billion in 2019, recording a year on year growth of 7.1%.
- Total snacks foodservice sales volume grew by 1.7% in 2019, reaching 160,000 tonnes.
- Savoury snacks registered the highest retail value growth rate in the category.
- Mayora Indah, Ceres and Mondelez Indonesia are the largest snacks players.
- Over 20.8% of snack products in Indonesia are expected to be imported.
- Snacks is forecast to register a 2.4% retail value CAGR between 2020 and 2024.

7.1.1 MARKET SIZE

Category Performance and Growth Drivers

In 2019, the snacks category in Indonesia reached a retail value of AUD8.3 billion, growing by 7.1% over the previous year. **Confectionery is the largest contributor to the snacks category, making up 36.5% of the category's total retail value, and growing by 6.7% year on year.** Similarly, healthy retail value growth rates were observed in other subcategories. In 2019, savoury snacks grew by 8.4%, ice cream and frozen desserts grew by 7.0%, and sweet biscuits, snack bars and fruit snacks grew by 5.9%.

The expansion of convenience stores in Indonesia has driven growth of snacks sales as these become more accessible to consumers. New product development has also stimulated demand in recent years and there has been a strong focus on new flavours and formats that will satisfy Indonesians' growing snacking preferences. Furthermore, value growth in the snacks category is also driven by signs of premiumisation within savoury snacks such as nuts, seeds and trail mixes. These types of products are increasingly available and sold at premium prices despite being considered niche. Chart 6 and Table 4 below highlight the breakdown and growth of the retail value of snacks in Indonesia in 2019 and previous years.



TABLE 4 – Snacks (Retail Value, 2015–2019)

Source: Euromonitor International
Passport, Packaged Food 2020

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
Total Snacks	AUD million	6,321.1	7,068.9	7,377.2	7,744.7	8,291.9	7.0
Total Snacks	% growth		11.8%	4.4%	5.0%	7.1%	
Confectionery	AUD million	2,352.6	2,694.1	2,720.1	2,834.1	3,024.6	6.5
Confectionery	% growth		14.5%	1.0%	4.2%	6.7%	
Ice Cream and Frozen Desserts	AUD million	473.3	523.1	543.9	560.9	599.9	6.1
Ice Cream and Frozen Desserts	% growth		10.5%	4.0%	3.1%	7.0%	
Savoury Snacks	AUD million	1,905.2	2,094.0	2,258.8	2,413.3	2,616.1	8.2
Savoury Snacks	% growth		9.9%	7.9%	6.8%	8.4%	
Sweet Biscuits, Snack Bars, and Fruit Snacks	AUD million	1,590.0	1,757.7	1,854.3	1,936.3	2,051.3	6.6
Sweet Biscuits, Snack Bars, and Fruit Snacks	% growth		10.6%	5.5%	4.4%	5.9%	

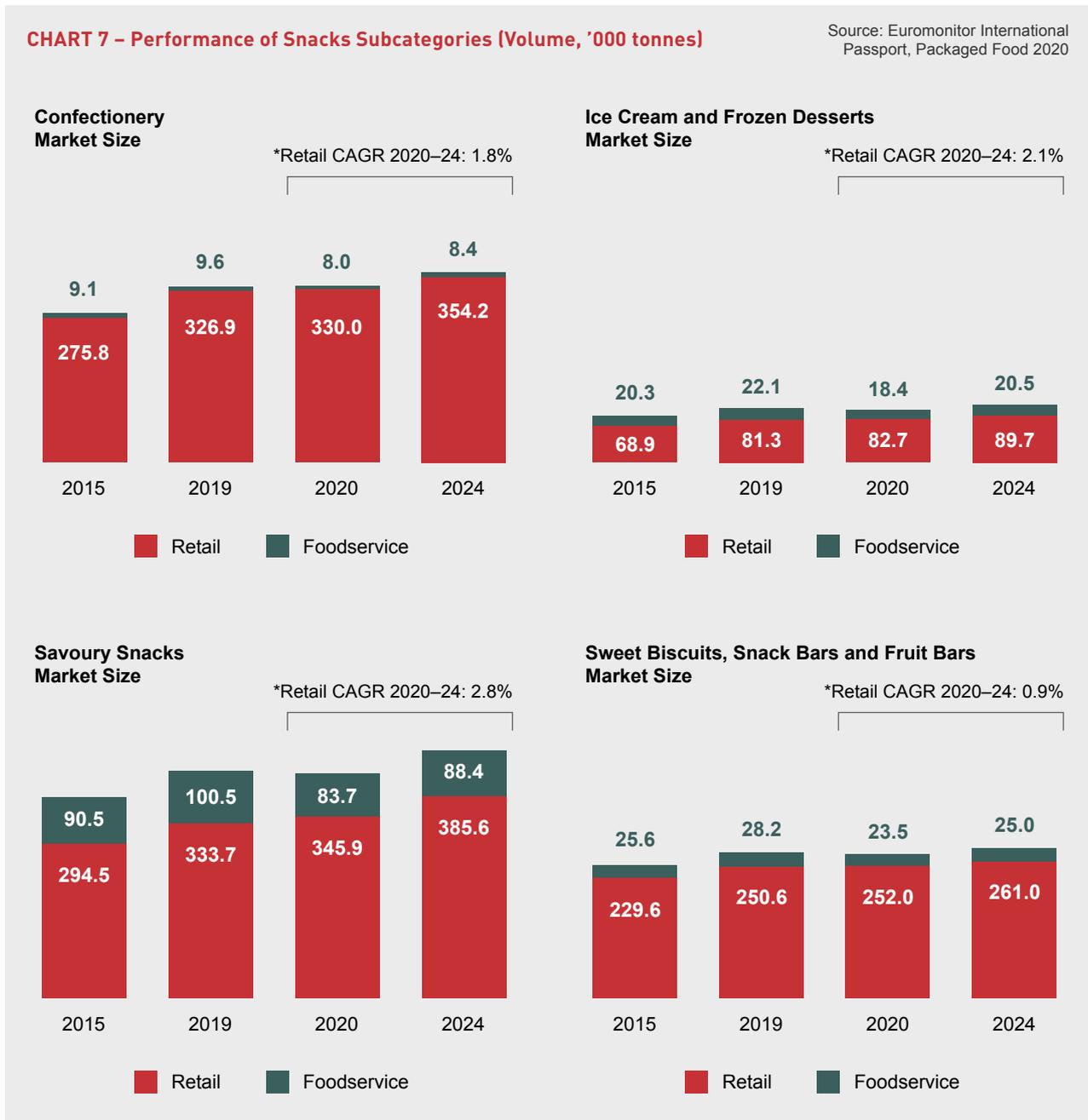
Consumer Trends

The “snacking lifestyle” is a growing trend that is shaping demand for snacks in Indonesia. According to Euromonitor’s Lifestyles Survey, 47% of Indonesian consumers often snack during the day in between meals. These consumers are also increasingly demanding “on-the-go” food products such as snack bars due to their busy lifestyles, closely following health and wellness trends, and are becoming conscious about the nutritional value of their snacking products. Increased presence of Western snacking products has boosted consumer awareness around new indulgent but healthier snacks.

Foodservice Sector

In 2019, foodservice volume sales of snacks reached 160,400 tonnes, growing by 1.7% from the previous year. Savoury snacks is the largest snacks subcategory within the foodservice snacking sector by volume. Although starting from a small base, snack bars are becoming increasingly available in foodservice chains such as cafés, contributing to year-on-year volume growth of the sweet biscuits, snack bars and fruit snacks subcategory.

Chart 7 below highlights the retail and foodservice volume of snacks subcategories.



Category Prospects

In 2020, the snacks category is expected to witness a deceleration with both retail volume and value growing by 2.1%. Moreover, foodservice volume sales of snacks are expected to see a strong decline in 2020. COVID-19-related disruption in foodservice operations and changes in consumption habits are expected to affect the category in the short term.

Euromonitor International estimates that the snacks category will recover rapidly post-COVID-19-related economic disruptions. The savoury snacks category is expected to see the fastest growth, registering a retail volume CAGR of 2.8% over the forecast period (2020–2024). Improved distribution through convenience stores and new product development focused on healthy snacking will support retail growth over the next five years. The total snacks category is expected to reach AUD9.3 billion in retail value and 1.1 million tonnes in retail volume by 2024.

7.1.2 COMPETITIVE LANDSCAPE

Indonesia's snacks category is currently very fragmented, with a wide range of domestic and international players with small shares of the total category. In 2019, Mayora Indah Tbk PT was the largest national brand owner (NBO) in the snacks category. In terms of brand share, Silver Queen is the leading snacks brand in Indonesia, owned by Ceres PT, which is the second leading NBO in snacks. Ceres PT's category leadership is primarily driven by its strong performance in confectionery. To maintain its position within confectionery and the wider snacks category, in 2019 Ceres PT launched a new product range of dark chocolate bars with new flavour variations such as green tea and orange peel.

TABLE 5 – Snacks Brand Rankings (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

Category	Local Brand Name	National Brand Owner (NBO)	Ranking
Snacks	Silver Queen	Ceres PT	1
Snacks	Richeese	Kaldu Sari Nabati Indonesia PT	2
Snacks	Tango	Ultra Prima Abadi PT	3
Snacks	Garuda	Garudafood Group	4
Snacks	Biskuat	Mondelez Indonesia PT	5
Snacks	Roma	Mayora Indah Tbk PT	6
Snacks	Choki Choki	Mayora Indah Tbk PT	7
Snacks	Dua Kelinci	Dua Kelinci PT	8
Snacks	Beng-Beng	Mayora Indah Tbk PT	9
Snacks	Relaxa	Agel Langgeng PT	10



7.1.3 ANALYSIS OF PRODUCT RANGE

Note: As part of the research conducted during the development of this export guide, Euromonitor International conducted store audits in Jakarta and Bali retail outlets to understand the supply of packaged food and soft drinks products. These audits were conducted across all product categories covered in this report.

This section of the report will discuss inputs captured during primary research for the **Snacks** category.

Country of Origin

The snacks category is dominated by domestically manufactured products. Industry sources suggest that **sales of international snacks products make up approximately a quarter of total snacks sales**. The findings from **store audits also suggested that 20.8% of stock keeping units (SKUs) are imported products**. The most common countries of origin noted during store audits were Japan, South Korea, Malaysia, the US and Germany.

CHART 8 – Snacks Product Range by Domestic vs International (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

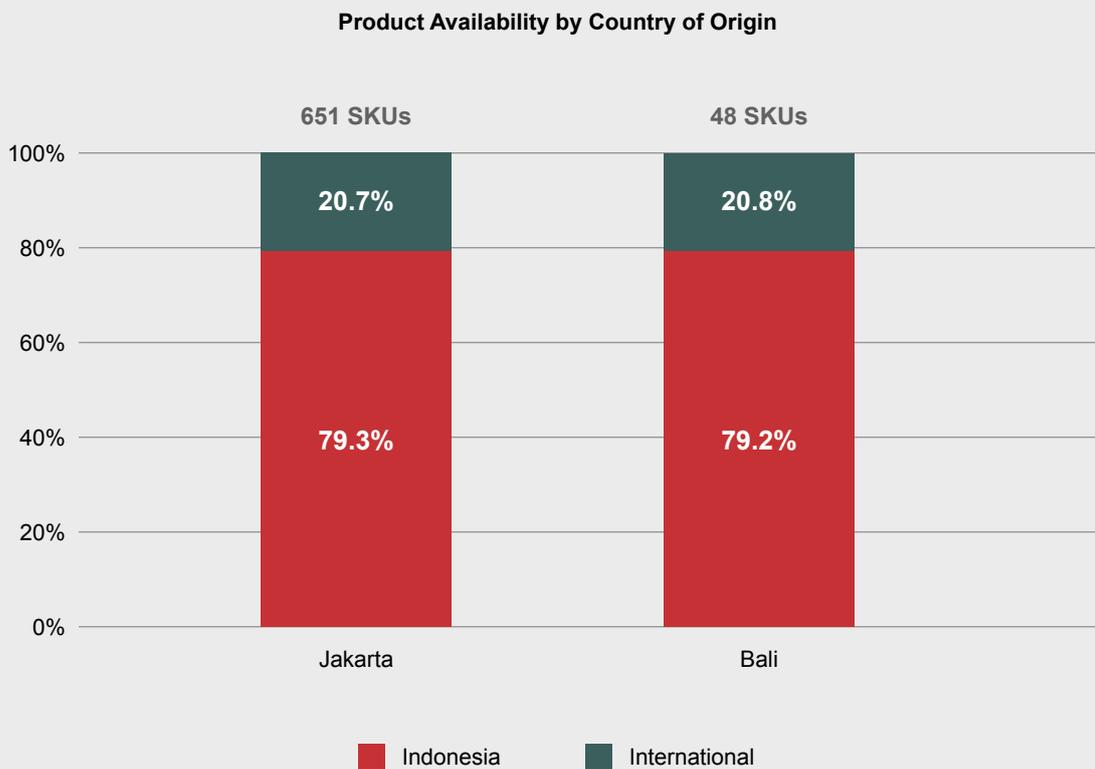


Table 6 below lists all the countries of origin captured during store audits.

TABLE 6 – Snacks Product Range by Country of Origin

Source: Euromonitor International internal data from store audits in Jakarta and Bali

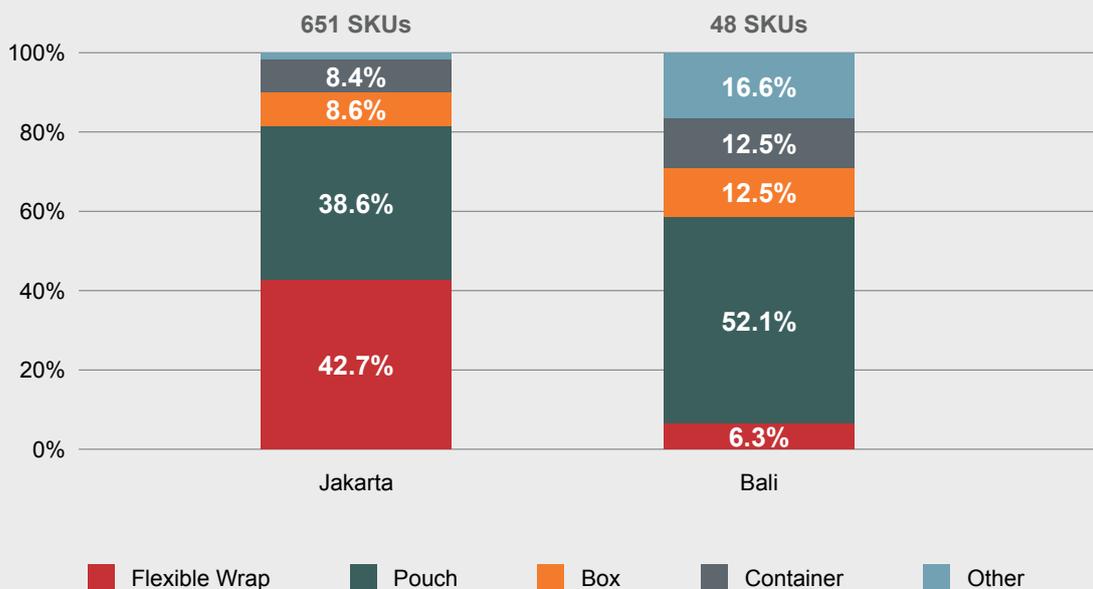
Jakarta	Bali
Japan	South Korea
Malaysia	Belgium
US	Japan
South Korea	Germany
Germany	UK
Thailand	US
Belgium	Australia
Singapore	Italy
Italy	
France	
Turkey	

Product Formats and Pack Sizes

Most snacks products in Indonesia are available in flexible wrap and pouch formats. These product formats are particularly applicable for savoury snacks and confectionery products. The commonality of these formats is aligned with the emerging trend of “snackification” in Indonesia, with consumers requiring convenient and compact packaging solutions for their snack products.

CHART 9 – Snacks Product Format by Packaging Type (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali



Snacks in Indonesia can be found in individual units or in multi-pack formats, with quantity depending on the volume of the product. **Pack sizes of snack products in Indonesia mainly range between 1g and 250g.** Large quantity pack sizes did not have a significant presence in stores visited.

Price Levels

Euromonitor has obtained the average prices for single units, meaning that prices for products that come in multi-packs have been divided by the total number of units in each product pack. For Jakarta, average unit price was calculated from 651 SKUs and for Bali, average unit price was based on a sample of 48 SKUs. Each city's average unit price result will be impacted by its product mix; hence, it is advised that the figures below are indicative levels only and not unique and final indicators.

Average unit prices of snack products in Bali surpass those in Jakarta. Modern retailers in Bali are allocating their price strategy based on two key consumer segments, middle- and upper-income earning households, as well as tourists and expats. The latter reflect a group with higher disposable income. Store audit data suggest competitive pricing across all snacks subcategories, particularly those offered through independent small grocers. Higher average unit prices in supermarkets and hypermarkets in Jakarta suggest availability of a wider range of imported and premium products.

Tables 7, 8 and 9 below present an indicative view on current price levels across snack subcategories, retail channels and countries of origin.

**TABLE 7 – Snacks Average Unit Price by Subcategory
(Retail Value, AUD, 2020)**

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Product Category	Product Subcategory	Average Unit Price Jakarta	Average Unit Price Bali
Snacks	Snacks	1.54	3.29
Snacks	Savoury Snacks	1.75	2.70
Snacks	Confectionery	1.75	3.67
Snacks	Ice Cream and Frozen Desserts	1.41	4.16
Snacks	Sweet Biscuits, Snack Bars and Fruit Snacks	1.18	2.61

**TABLE 8 – Snacks Average Unit Price by Retail Channel
(Retail Value, AUD, 2020)**

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Retail Channel	Average Unit Price Jakarta	Average Unit Price Bali
Independent Small Grocers	0.62	N/A
Hypermarkets	1.16	1.99
Supermarkets	2.17	4.21
Convenience Stores	0.88	2.74

**TABLE 9 – Snacks Average Unit Price by Domestic vs International
(Retail Value, AUD, 2020)**

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Origin	Average Unit Price Jakarta	Average Unit Price Bali
Indonesia (Domestic)	1.01	2.18
International	4.39	7.95

Note: 2019 AUD/IDR exchange rate used = 9,829.92.

7.2 DAIRY PRODUCTS AND ALTERNATIVES

- Total retail value of dairy products and alternatives was AUD9.5 billion in 2019, registering year-on-year growth rate of 5.9%.
- Dairy products foodservice volume sales grew by 5.2% in 2019, reaching 447,000 tonnes.
- Strong demand for drinking milk products, yoghurt and sour milk products, and cheese led to growth in the category.
- Nestlé, Frisian Flag and Sarihusada Generasi Mahardhika are the leading players.
- Over 90.7% of dairy products available in Indonesia are domestically manufactured.
- Dairy products and alternatives are expected to post a 2.0% retail value CAGR over the forecast period (2020–24).

7.2.1 MARKET SIZE

Category Performance and Growth Drivers

Dairy products alone make up 57.5% of the total category, registering 8.4% year-on-year retail value growth in 2019. **Strong retail value growth of drinking milk products, yoghurt and sour milk products, and cheese continued to support high demand for dairy in Indonesia.** Within drinking milk products, flavoured milk drinks and fresh milk have gained popularity among consumers. It is perceived that demand for fresh milk is not being met in Indonesia due to lack of product affordability and lack of access in some regions. Therefore, manufacturers and retailers are intensifying their efforts to improve accessibility to fresh milk due to rapid urbanisation in Indonesia and increasing consumer purchasing power.

Cheese is a growing subcategory within dairy in Indonesia. Cheese saw double-digit retail volume and value growth in 2019. Demand for cheese has been driven by increased acceptance among Indonesian consumers, after continuous promotion of cheese consumption through the foodservice channel. Modern retailers have expanded their range of cheese products and this has further fuelled consumption among Indonesians.

Baby food saw moderate retail value growth of 2.7% in 2019. Growth of standard and follow-on milk formula was affected by government campaigns supporting breastfeeding.

CHART 10 – Dairy Products and Alternatives (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

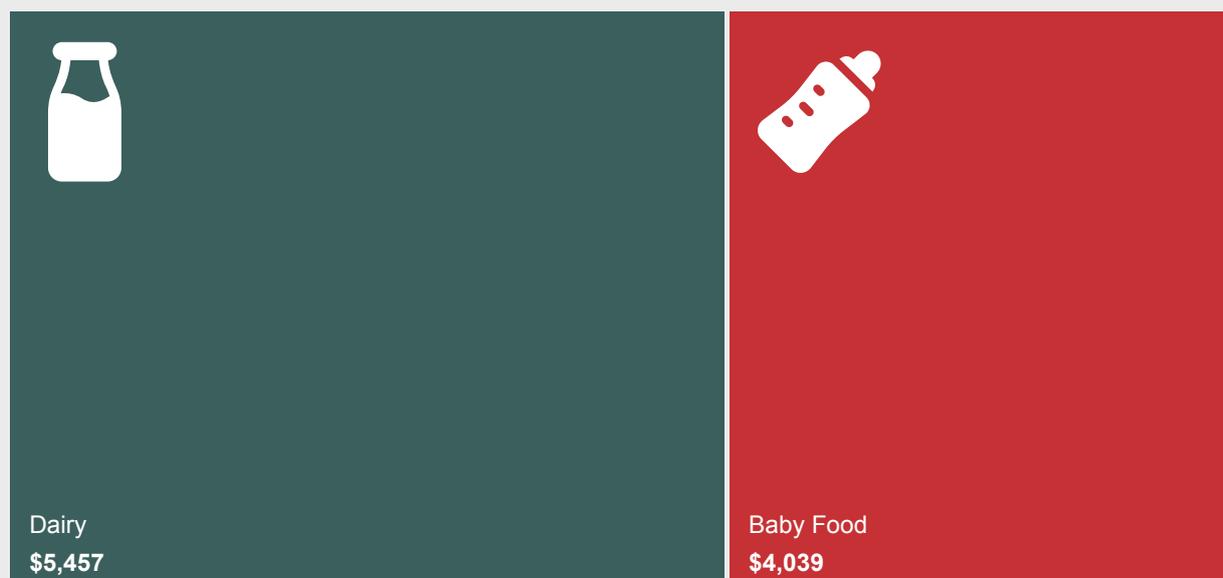


TABLE 10 – Dairy Products and Alternatives (Retail Value, 2015–2019)

Source: Euromonitor International Passport, Packaged Food 2020

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
Total Dairy Products and Alternatives	AUD million	7,166.9	7,893.6	8,420.6	8,965.8	9,495.5	7.3
Total Dairy Products and Alternatives	% growth		10.1%	6.7%	6.5%	5.9%	
Baby Food	AUD million	3,331.7	3,660.7	3,816.5	3,933.8	4,038.7	2.7
Baby Food	% growth		9.9%	4.3%	3.1%	2.7%	
Dairy	AUD million	3,835.2	4,233.0	4,604.1	5,032.0	5,456.8	9.2
Dairy	% growth		10.4%	8.8%	9.3%	8.4%	

Consumer Trends

In addition to consumers' growing interest in flavoured milk drinks and fresh milk, milk alternatives such as soy milk are starting to gain popularity. Consumers' desire to make healthier decisions is currently creating demand, albeit still niche, for milk alternatives across both retail and foodservice channels.

Yoghurt is also experiencing an uptake in retail value sales. Indonesians prefer sweet flavours, and this is being reflected in the growing demand for flavoured yoghurt, particularly in drinkable format. Furthermore, the healthy eating trend is influencing sales of certain yoghurt types. Greek yoghurt, for example, has witnessed strong growth as some consumers perceive it as a healthier option.

Foodservice Sector

In 2019, volume sales of dairy in the foodservice sector reached 446,600 tonnes, growing by 5.2% from the previous year. Similarly, ready-to-drink (RTD) dairy reached 180 million litres, growing by 7.1%. Demand for sour milk within the foodservice sector was high as players put it to creative uses such as in mixed alcoholic drinks.

Volume growth of milk alternatives is also being driven by increasing demand from health-oriented restaurants, smoothie bars and cafés.

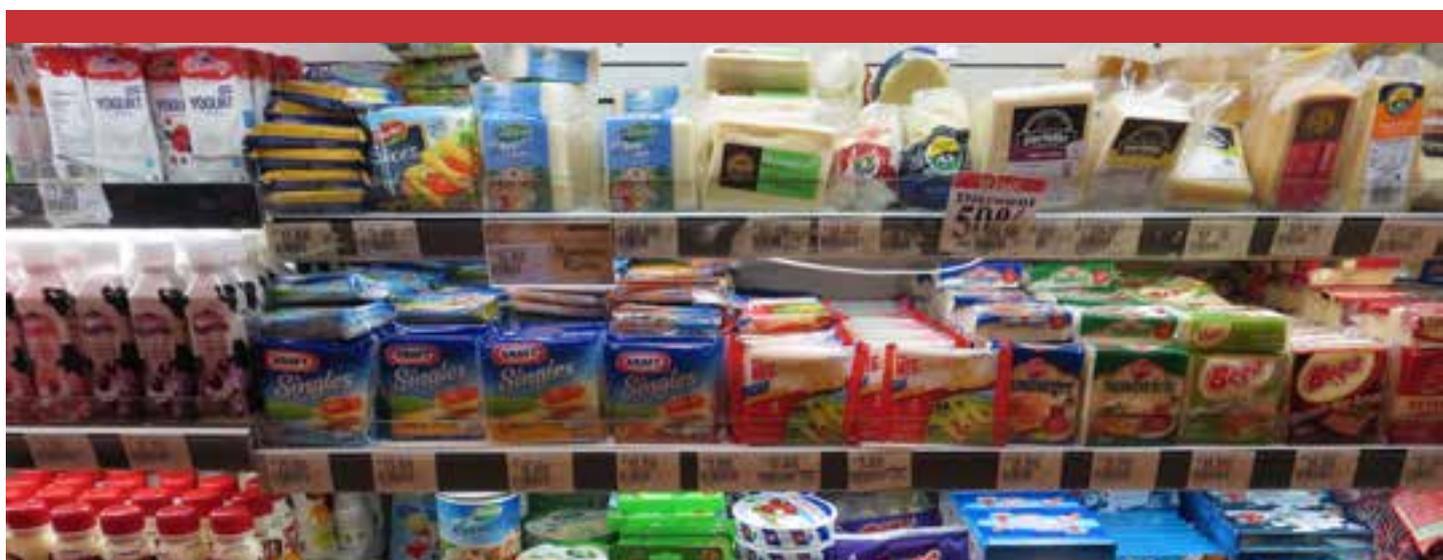
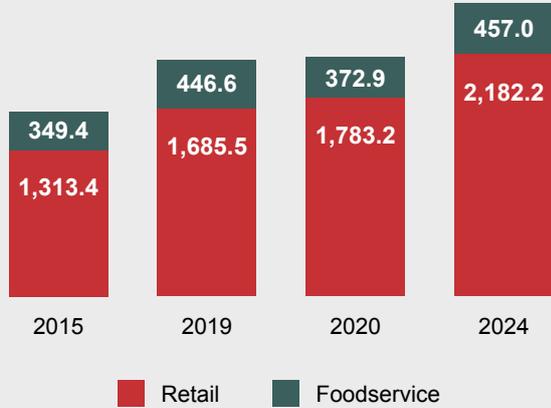


CHART 11 – Dairy Products and Alternatives Subcategories
(Volume, '000 tonnes/million litres)

Source: Euromonitor International Passport, Packaged Food 2020

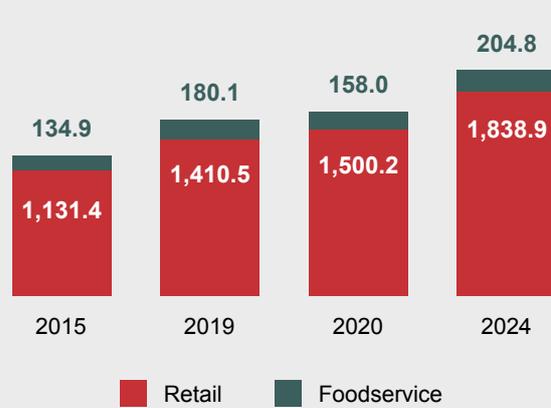
Dairy Market Size
(‘000 tonnes)

*Retail CAGR 2020–24: 5.2%



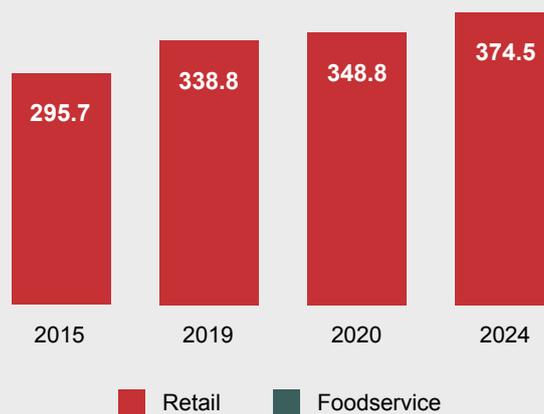
RTD Dairy Market Size
(million litres)

*Retail CAGR 2020–24: 5.2%



Baby Food Market Size
(‘000 tonnes)

*Retail CAGR 2020–24: 1.8%



Category Prospects

Euromonitor International estimates that value momentum of dairy products and alternatives is expected to slow down over the forecast period (2020–2024), with the total category reaching AUD10.7 billion by 2024, posting a retail value CAGR of 2.0% between 2020 and 2024. This is due to a decline in baby food, which is expected to register a negative retail value CAGR of 3.2% over the forecast period. With marketing activity for standard and follow-on baby formula being restricted in Indonesia, as well as the government’s push towards breastfeeding, the baby food subcategory is expected to perform poorly.

Dairy, as a single subcategory, is expected to see a retail volume CAGR of 5.2% over the forecast period. Flavoured milk products and fresh milk will maintain their momentum, supporting growth in dairy. Other products such as yoghurt and sour milk, as well as cheese, will also support healthy dairy volume growth over the forecast period.

Volume sales of dairy in the foodservice sector are expected to decline significantly in 2020, contracting by 16.5%. This is due to the immediate negative effect from COVID-19 restrictions on restaurants and cafés. Nevertheless, dairy foodservice sales are expected to pick up again post-COVID-19.

7.2.2 COMPETITIVE LANDSCAPE

The dairy products and alternatives category shows signs of consolidation, with four key national brand owners (NBO) holding significant shares of the category in 2019. Nestlé, Frisian Flag, Sarihusada Generasi Mahardhika (SGM) and Indolakto are the leading companies supplying dairy products and alternatives in Indonesia. In terms of brand share, Frisian Flag, owned by Frisian Flag Indonesia PT, has significant presence across both dairy and baby foods. In 2019, Frisian Flag recorded strong year-on-year value share growth due to its flavoured milk drinks. SGM, owned by Group Danone, is another key brand in the category due to its baby milk formula range. SGM baby milk formula is widely distributed in Indonesia and benefits from high brand awareness.

Players within the dairy products and alternatives category in Indonesia are focusing on product innovation and leveraging emerging dairy consumption trends. Companies are increasingly launching new flavour variations and adapting their products to the formats that are being preferred by consumers. A couple of examples are Yummy Food Utama's Yofit Citrus Probiotic, fat-free orange-flavoured drinking yoghurt in an easy-grip 180g container, and Diamond Cold Storage's Biokul, strawberry-flavoured drinking yoghurt in a 150ml container. There is a gradual shift towards more premium packaging, particularly within yoghurt and sour milk products, in order to cater to a more mid-to-high socioeconomic consumer segment.

TABLE 11 – Dairy Products and Alternatives Brand Rankings (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

Category	Local Brand Name	National Brand Owner (NBO)	Ranking
Dairy Products and Alternatives	Frisian Flag	Frisian Flag Indonesia PT	1
Dairy Products and Alternatives	SGM	Sarihusada Generasi Mahardhika PT	2
Dairy Products and Alternatives	Dancow	Nestlé Indonesia PT	3
Dairy Products and Alternatives	Indomilk	Indolakto PT	4
Dairy Products and Alternatives	Ultra Milk	Ultrajaya Milk Industry & Trading Co Tbk PT	5
Dairy Products and Alternatives	Yakult	Yakult Indonesia Persada PT	6
Dairy Products and Alternatives	Bear Brand	Nestlé Indonesia PT	7
Dairy Products and Alternatives	Morinaga	Kalbe Farma Tbk PT	8
Dairy Products and Alternatives	Chil Kid	Kalbe Farma Tbk PT	9
Dairy Products and Alternatives	Cimory	Cisarua Mountain Dairy PT	10

7.2.3 ANALYSIS OF PRODUCT RANGE

Note: As part of the research conducted during the development of this export guide, Euromonitor International conducted store audits in Jakarta and Bali retail outlets to understand the supply of packaged food and soft drinks products. These audits were conducted across all product categories covered in this report.

This section of the report will discuss product range inputs captured during primary research for the **Dairy Products and Alternatives** category.

Country of Origin

The findings from **store audits suggests that over 9.3% of stock keeping units (SKUs) are imported products**, while the remainder are from the local manufacturing industry. The dairy products and alternatives category is largely dominated by domestic players, with only a few international dairy products being available. The most common countries of origin noted during store audits were Thailand, France, Australia, Switzerland and the Netherlands. **Products from France and Australia were commonly found in drinking milk and yoghurt subcategories.**

CHART 12 – Dairy Products Product Range by Domestic vs International (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

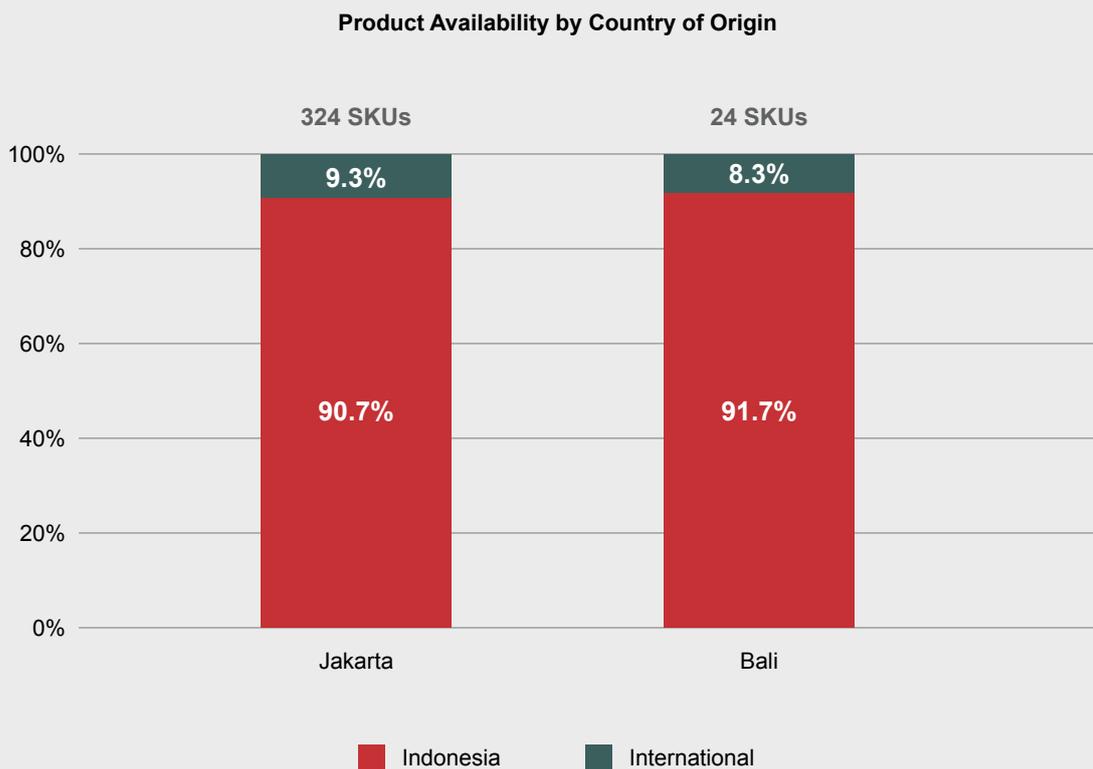


Table 12 below lists all the countries of origin captured during store audits.

TABLE 12 – Dairy Product Range by Country of Origin

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Jakarta	Bali
France	Thailand
Thailand	Bulgaria
Switzerland	
Denmark	
Netherlands	
Australia	
Malaysia	

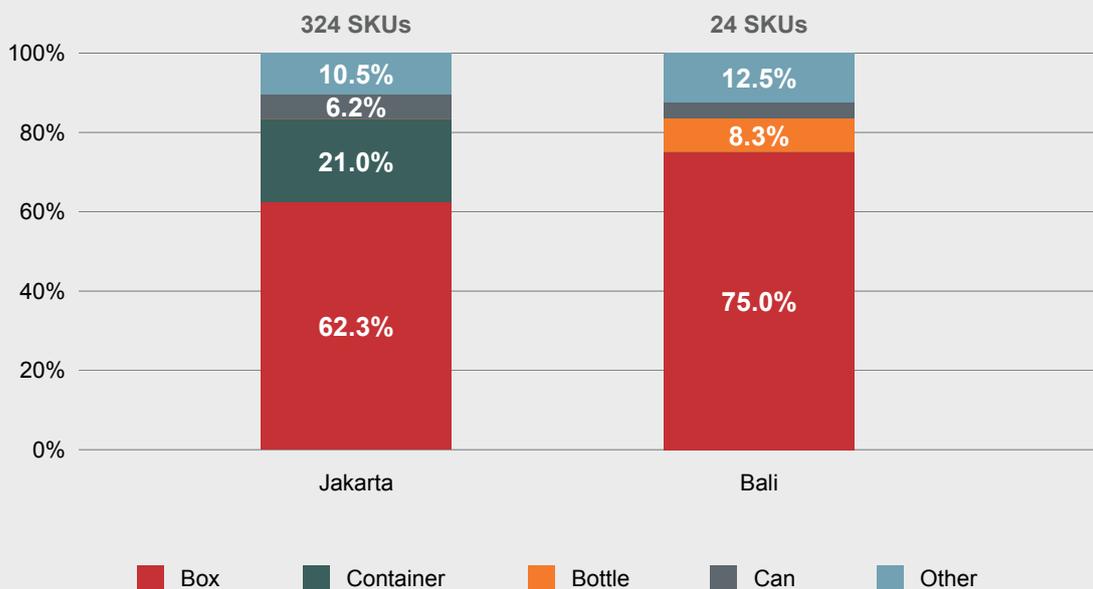
Product Formats and Pack Sizes

Dairy products and alternatives were largely found in box/carton format. This suggests that shelf stable drinking milk is the most common product type in Indonesia. Fresh milk is not as common as shelf stable milk due to limitations around refrigeration and transport.

Containers were another common product format found in Jakarta, primarily driven by other dairy categories such as butter and cream, among others.

CHART 13 – Dairy Product Format by Packaging Type (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali



Price Levels

Euromonitor has obtained the average prices for single units, meaning that prices for products that come in multi-packs have been divided by the total number of units in each product pack. For Jakarta, the average unit price was calculated from 324 SKUs and for Bali, average unit price was based on a sample of 24 SKUs. Each city's average unit price result will be impacted by its product mix; hence, it is advised that the figures below are indicative levels only and not unique and final indicators.

The average unit price of a dairy product in Jakarta is estimated to be AUD4.80 (Table 13), with the most common products in the sample being shelf stable boxed drinking milk products and yoghurt. Hypermarkets and supermarkets stored more premium products, with higher average unit prices than independent small grocers.

Tables 13 and 14 below present an indicative view of current price levels across snacks subcategories, retail channels and countries of origins.

TABLE 13 – Dairy Average Unit Prices by Subcategory (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Product Category	Product Subcategory	Average <u>Unit</u> Price Jakarta	Average <u>Unit</u> Price Bali
Dairy Products and Alternatives	Dairy Products and Alternatives	4.80	3.88
Dairy Products and Alternatives	Dairy	2.02	1.59
Dairy Products and Alternatives	Baby Foods	12.71	6.17

TABLE 14 – Dairy Average Unit Prices by Retail Channel (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Retail Channel	Average <u>Unit</u> Price Jakarta	Average <u>Unit</u> Price Bali
Independent Small Grocers	1.15	N/A
Hypermarkets	5.40	1.80
Supermarkets	5.97	4.86
Convenience Stores	2.63	4.00

Note: 2019 AUD/IDR exchange rate used = 9,829.92.

7.3 STAPLE FOODS

- Retail value sales of staple foods reached AUD21.5 billion in 2019, registering year-on-year growth of 7.1%.
- Staple foods foodservice volume sales grew by 4.7% in 2019, reaching 4.4 million tonnes.
- Indofood is the category leader, holding 13.9% of retail value share.
- Over 23.1% of staple foods available are imported.
- The staple foods category is projected to grow at a 3.6% retail value CAGR over the 2020–24 period, making it the fastest-growing category in the food and beverage market.

7.3.1 MARKET SIZE

Category Performance and Growth Drivers

In 2019, the staple foods category was worth AUD21.5 billion, growing by 7.1% from the previous year. Rice, pasta and noodles is by far the largest subcategory, holding 72% value share of the total category. This subcategory grew by 6.3% in value terms due to the strong performance of instant noodles, as manufacturers launched new products. Organic rice and multigrain brands are becoming more popular and are commonly seen in more urban regions across Indonesia such as Jakarta, Surabaya, Bali and Medan.

Despite a difficult 2018, processed meat and seafood saw the fastest retail value growth in staple foods. Growing by 13.9% in 2019, the subcategory reached AUD2.4 billion in retail value sales. This growth was supported by the recovery of the processed seafood sector after being hit by a contamination incident and subsequent product recall in 2018.

CHART 14 – Staple Foods (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

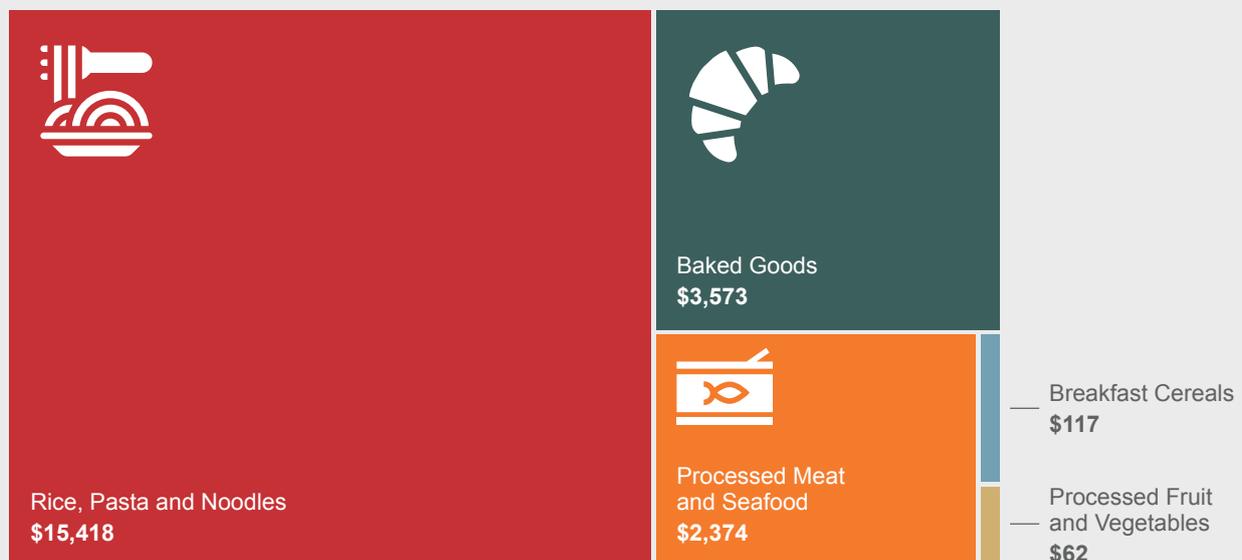


TABLE 15 – Staple Foods (Retail Value, 2015–2019)

Source: Euromonitor International Passport, Packaged Food 2020

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
Total Staple Foods	AUD million	16,340.6	18,196.6	19,298.0	20,125.3	21,544.7	7.2
Total Staple Foods	% growth		11.4%	6.1%	4.3%	7.1%	
Baked Goods	AUD million	2,806.6	3,054.9	3,226.5	3,371.1	3,573.0	6.2
Baked Goods	% growth		8.8%	5.6%	4.5%	6.0%	
Breakfast Cereals	AUD million	85.5	98.0	105.3	110.7	117.3	8.2
Breakfast Cereals	% growth		14.6%	7.5%	5.1%	6.0%	
Processed Fruit and Vegetables	AUD million	49.2	53.5	57.0	59.3	62.3	6.1
Processed Fruit and Vegetables	% growth		8.8%	6.5%	4.0%	5.1%	
Processed Meat and Seafood	AUD million	1,856.7	2,132.5	2,286.1	2,083.7	2,374.1	6.3
Processed Meat and Seafood	% growth		14.8%	7.2%	-8.9%	13.9%	
Rice, Pasta and Noodles	AUD million	11,542.5	12,857.8	13,623.0	14,500.5	15,418.0	7.5
Rice, Pasta and Noodles	% growth		11.4%	6.0%	6.4%	6.3%	

Consumer Trends

Growing demand for organic rice is primarily coming from medium-to-high income households due to their higher disposable income and increasing wellness concerns. Modern retailers are increasingly embracing this consumer trend and allowing for enough shelf space for emerging or niche products such as organic rice.

Indonesian consumers are increasingly asking for more ethnic flavours (local or international inspired) within instant noodles, as well as spicy product options. Demand for ethnic flavours and novel cuisine inspiration is also being witnessed in the baked goods subcategory. This is already influencing how manufacturers innovate and what flavours they are incorporating in new products. Furthermore, some consumers feel intrigued and excited about limited deals that involve new flavours, with industry players launching special deals that are only offered for a limited amount of time.

Foodservice Sector

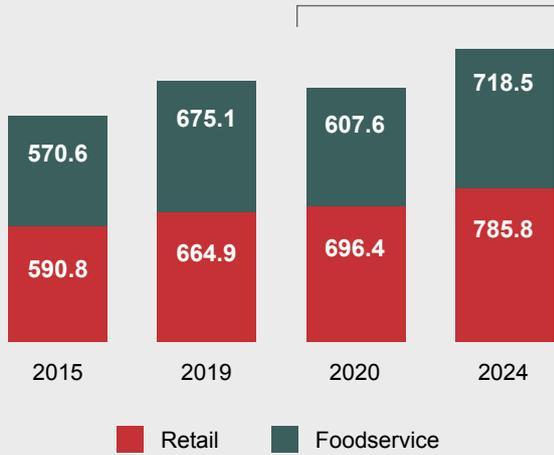
Foodservice demand for staple foods grew by 4.7% in 2019, reaching 4.4 million tonnes. Rice, pasta and noodles volume sales to the foodservice sector are the largest within staple foods. Although growing from a smaller base, processed fruit and vegetables and processed meat and seafood were the fastest growing subcategories within foodservice, growing by 7.5% and 7.4% respectively, in volume terms. An emerging trend within the foodservice sector is large pack sizes as some foodservice players, particularly small and medium-sized players, are demanding larger pack sizes due to the cost-benefit factor.

CHART 15 – Staple Foods Subcategories (Volume, '000 tonnes)

Source: Euromonitor International Passport, Packaged Food 2020

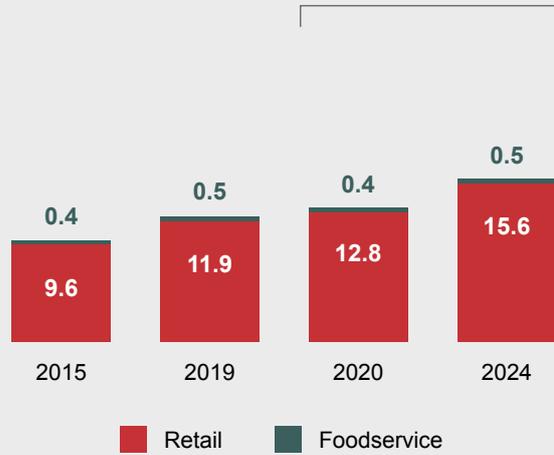
Baked Goods Market Size

*Retail CAGR 2020–24: 3.1%



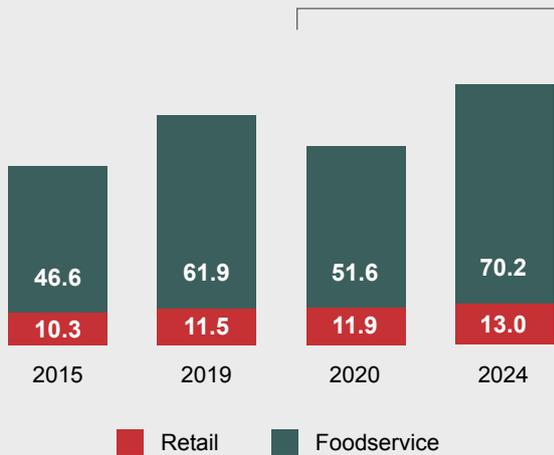
Breakfast Cereals Market Size

*Retail CAGR 2020–24: 5.1%



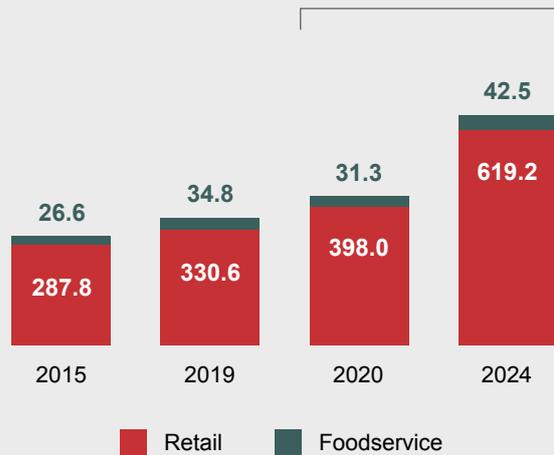
Processed Fruit and Vegetables Market Size

*Retail CAGR 2020–24: 8.0%



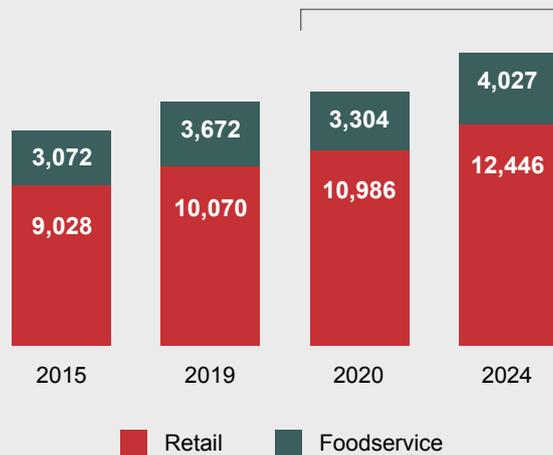
Processed Meat and Seafood Market Size

*Retail CAGR 2020–24: 11.7%



Rice, Pasta and Noodles Market Size

*Retail CAGR 2020–24: 3.2%



Category Prospects

Staple foods is expected to see a spike in retail value growth in 2020, growing by 9.2% year on year. This is due to stockpiling and stay-at-home activity which is driving higher demand for staple foods. Value growth rates are expected to return to normal levels during the forecast period (2020–2024).

The staple foods category is projected to be worth AUD27.0 billion in 2024, registering a retail value CAGR of 3.6% over the forecast period (2020–2024). In retail volume terms, staple foods will grow to reach 14 million tonnes by 2024, supported by stable growth levels of rice, pasta and noodles. Innovation around flavours and formats is expected to boost demand for instant noodle pouches and cups. Processed meat and seafood will see the fastest volume growth due to growing demand and awareness of frozen processed meat, seeing a retail volume CAGR of 11.7% over the forecast period. Furthermore, the expansion of convenience stores in Indonesia will support staple foods subcategories such as baked goods.

Foodservice volume sales are expected to expand over the forecast period, registering a CAGR of 5.0%. This will be driven by a projected strong foodservice performance of rice, pasta and noodles as well as baked goods. Similarly, new cuisines and consumer interest in trying international food will be important drivers for the foodservice sector.

7.3.2 COMPETITIVE LANDSCAPE

The staple foods category in Indonesia is largely fragmented. Indofood Sukses Makmur Tbk PT leads the staple foods category, driven by the large presence of its Indomie brand. Indomie is well known for its range of noodles. The brand manufacturer is identified as being creative and adventurous with its product range, continuously introducing new flavour concepts for instant noodles. For example, in 2018–2019 Indofood launched a fried noodles package with a distinct chicken flavour, Ayam Geprek, also known as “smash” chicken; it was well received due to the Ayam Geprek trend being popular in consumer foodservice.

The staple foods competitive landscape is expected to be influenced by the entrance of new players in subcategories such as rice, pasta and noodles, particularly within modern retailers like supermarkets and hypermarkets. Indonesian consumers are still price sensitive when it comes to some staple foods, therefore it is expected that brand manufacturers will continue to implement promotions and a competitive price strategy with new product introductions.

TABLE 16 – Staple Foods Brand Rankings (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

Category	Local Brand Name	National Brand Owner (NBO)	Ranking
Staple Foods	Indomie	Indofood Sukses Makmur Tbk PT	1
Staple Foods	Mie Sedaap	Sayap Mas Utama PT	2
Staple Foods	Ayam Jago	Alam Makmur Sembada PT	3
Staple Foods	So Good	So Good Food PT	4
Staple Foods	Fiesta	Primafood International PT	5
Staple Foods	Si Pulen	Prima Andalan Djaja Internusa PT	6
Staple Foods	Sarimi	Indofood Sukses Makmur Tbk PT	7
Staple Foods	Supermi	Indofood Sukses Makmur Tbk PT	8
Staple Foods	Sari Roti	Nippon Indosari Corp PT	9

7.3.3 ANALYSIS OF PRODUCT RANGE

Note: As part of the research conducted during the development of this export guide, Euromonitor International conducted store audits in Jakarta and Bali retail outlets to understand the supply of packaged food and soft drinks products. These audits were conducted across all product categories covered in this report.

This section of the report will discuss range inputs captured during primary research for the **Staple Foods** category.

Country of Origin

The staple foods category is dominated by Indonesian players. Industry sources suggest that **sales of international staple foods products make up 16% of total staple foods sales**. The findings from **store audits also suggested that over 23.1% of stock keeping units (SKUs) are imported products**, while the remainder are from the local manufacturing industry. However, industry sources suggest that imports are expected to rise as middle- to upper middle-income consumers familiarise themselves with quality international brands. Products from the US, South Korea, Australia, Malaysia and Japan are commonly found on the staple foods shelves of modern retailers in Indonesia. Australian products such as San Remo pasta were noted during the store audits in Indonesia.

CHART 16 – Staple Foods Product Range by Domestic vs International (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

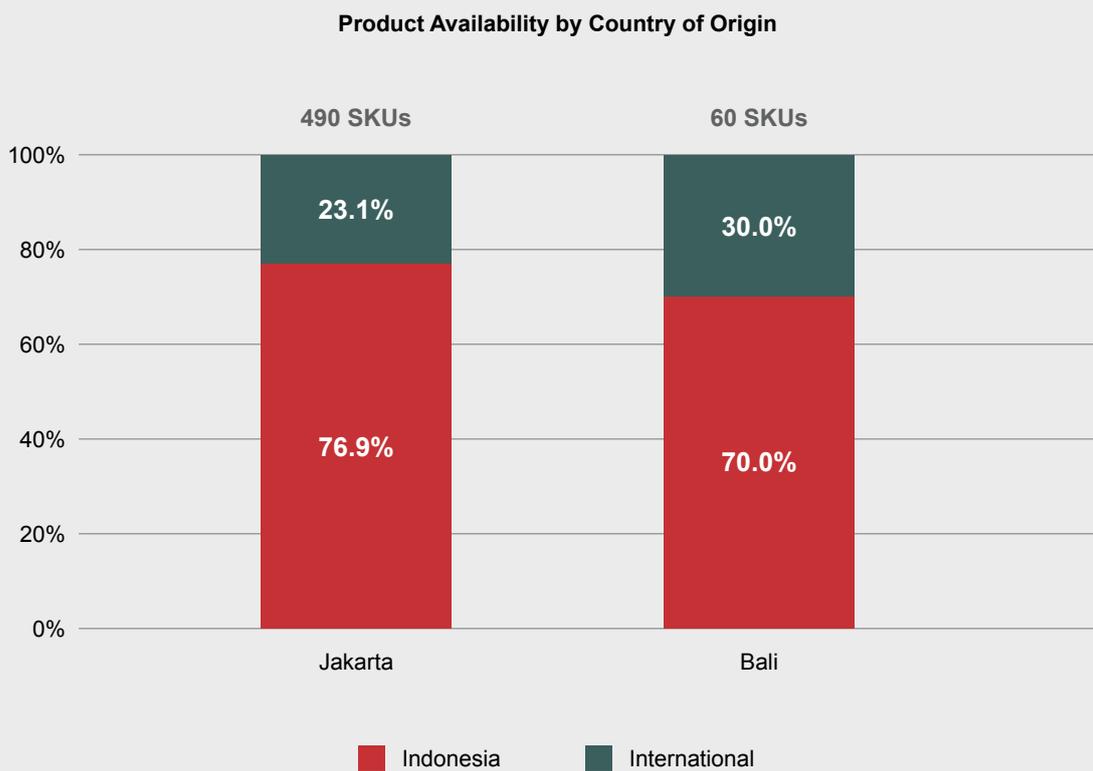


Table 17 below lists all the countries of origin captured during store audits.

TABLE 17 – Staple Foods Product Range by Country of Origin

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Jakarta	Bali
US	Australia
South Korea	Italy
Malaysia	US
Singapore	Malaysia
Thailand	France
Australia	Mexico
	South Korea
	Germany
	Japan

Product Formats and Pack Sizes

Pouches and flexible wrap are the most common packaging formats in the staple foods category, due to their high usage in key product subcategories such as rice, pasta and noodles, as well as processed meat and seafood. Plastic is still the most common packaging material used for staple food products, while recyclable cardboard is an emerging trend within the category’s packaging, although still from a smaller base.

CHART 17 – Staple Foods Product Format by Packaging Type (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali



Most staple foods products are available in single packs, with multi-packs not being a common practice within the category. **Pack sizes of staple foods in Indonesia mainly range between 100g and 500g.**

Price Levels

Euromonitor has obtained the average prices for single units, meaning that prices for products that come in multi-packs have been divided by the total number of units in each product pack. For Jakarta, average unit price was calculated from 490 SKUs and for Bali, average unit price was based on a sample of 60 SKUs. Each city's average unit price result will be impacted by its product mix; hence, it is advised that the figures below are indicative levels only and not unique and final indicators.

Store audits data suggest that staple food products in Bali are priced slightly higher than in Jakarta. This trend was also observed in other categories such as snacks. Similarly, analysis of data from the store audits in Bali suggests availability of a more diverse assortment of staple food products from different countries. International staple food products were also found at premium prices, higher than domestic staple food products. However, due to the low-price nature of the category, the difference in pricing between domestic and international products is not as large as observed in other product categories such as snacks and dairy products and alternatives.

Tables 18, 19 and 20 below present an indicative view on current price levels across snacks subcategories, retail channels and countries of origin.

TABLE 18 – Staple Foods Average Unit Prices by Subcategory (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Product Category	Product Subcategory	Average Unit Price Jakarta	Average Unit Price Bali
Staple Foods	Staple Foods	2.62	4.33
Staple Foods	Processed Meat and Seafood	4.22	4.84
Staple Foods	Processed Fruits and Vegetables	3.69	4.53
Staple Foods	Rice, Pasta and Noodles	0.43	4.79
Staple Foods	Breakfast Cereals	3.16	4.07
Staple Foods	Baked Goods	0.89	3.43

TABLE 19 – Staple Foods Average Unit Prices by Retail Channel (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Retail Channel	Average Unit Price Jakarta	Average Unit Price Bali
Independent Small Grocers	0.39	N/A
Hypermarkets	1.91	3.30
Supermarkets	3.62	4.61
Convenience Stores	1.49	4.80

TABLE 20 – Staple Foods Average Unit Prices by Domestic vs International (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Origin	Average Unit Price Jakarta	Average Unit Price Bali
Indonesia (Domestic)	1.86	3.96
International	4.05	4.93

Note: 2019 AUD/IDR exchange rate used = 9,829.92.

7.4 COOKING INGREDIENTS AND MEALS

- Retail sales value of cooking ingredients and meals reached AUD5.2 billion in 2019, following year-on-year growth of 9.0%.
- Cooking ingredients and meals foodservice volume sales grew by 0.4% in 2019, to reach 1.1 million tonnes.
- Salim Ivomas Pratama and Unilever are two leading companies in the category.
- It is estimated that over 36.1% of cooking ingredients in Jakarta are imported.
- The category is expected to post a 3.0% retail value CAGR over the 2020–24 period.

7.4.1 MARKET SIZE

Category Performance and Growth Drivers

The cooking ingredients and meals category witnessed rapid year-on-year growth to the retail value of 9.0% in 2019, to reach a value of AUD5.2 billion. Edible oils and sauces, dressings and condiments together form 96.3% of the total value of the category.

Edible oils is the fastest growing subcategory within cooking ingredients and meals, growing by 12.6% year on year and reaching a total value size of AUD2.6 billion in 2019. Palm oil is currently the most common type of edible oil in Indonesia. This is due to its wide distribution and consumer access through modern retail as well as traditional grocery retail. Olive oil also saw a rise in demand in 2019, driven by increased interest in health and wellbeing. Similarly, consumers’ increased awareness of healthy products and diets has led to growth in other products such as coconut oil. Within the sauces, dressings and condiments subcategory, which saw 5.7% year-on-year retail value growth in 2019, stock cubes and powders continued to enjoy high demand from Indonesian households. Nevertheless, the subcategory is seeing the emergence of dry sauces and cooking sauces which are perceived to provide convenient ways of preparing complicated dishes at home.

CHART 18 – Cooking Ingredients and Meals (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020



TABLE 21 – Cooking Ingredients and Meals (Retail Value, 2015–2019)

Source: Euromonitor International Passport, Packaged Food 2020

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
Total Cooking Ingredients and Meals	AUD million	3,744.0	4,100.7	4,430.2	4,803.4	5,236.4	8.7
Total Cooking Ingredients and Meals	% growth		9.5%	8.0%	8.4%	9.0%	
Edible Oils	AUD million	1,802.3	1,928.0	2,065.8	2,313.2	2,604.6	9.6
Edible Oils	% growth		7.0%	7.2%	12.0%	12.6%	
Ready Meals	AUD million	13.5	13.8	14.7	15.3	16.1	4.5
Ready Meals	% growth		2.1%	6.3%	3.9%	5.7%	
Sauces, Dressings and Condiments	AUD million	1,794.7	2,010.9	2,189.3	2,307.6	2,440.3	8.0
Sauces, Dressings and Condiments	% growth		12.0%	8.9%	5.4%	5.7%	
Soup	AUD million	7.2	8.1	8.8	9.1	9.4	6.8
Soup	% growth		12.0%	8.9%	3.3%	3.2%	
Sweet Spreads	AUD million	126.2	140.0	151.7	158.3	166.1	7.1
Sweet Spreads	% growth		10.9%	8.3%	4.4%	4.9%	

Consumer Trends

Indonesians are increasingly leading busy lifestyles and they are looking for convenient meal solutions. For example, within the ready meals subcategory, frozen ready meals registered the highest retail value growth rate in 2019. Younger Indonesian consumers are primarily driving the demand for convenient food solutions, particularly if they offer nutritional value.

Consumers exposed to social media are engaging with new healthy recipes, ingredients and meals. Products such as coconut oil have been in high demand from consumers who believe in its potential health benefits and the product is increasingly available through modern retail channels such as supermarkets and hypermarkets.

Foodservice Sector

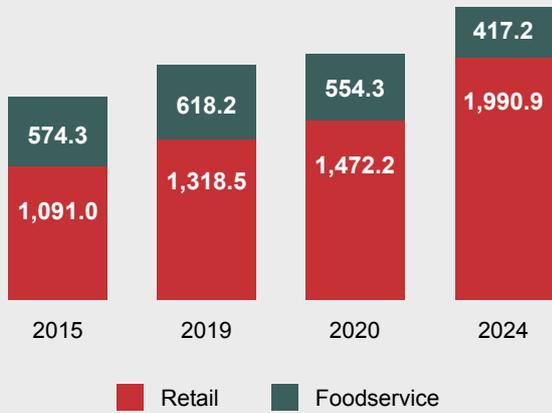
Demand for cooking ingredients and meals from the foodservice sector slowed down in 2019, experiencing a marginal volume growth of 0.4% and reaching 1.1 million tonnes. Edible oils saw a decline of 5.2% in 2019, countering the high-volume growth levels witnessed by the sauces, dressings and condiments subcategory, which expanded by 7.9% in the same year.

CHART 19 – Cooking Ingredients and Meals Subcategories (Volume, '000 tonnes)

Source: Euromonitor International Passport, Packaged Food 2020

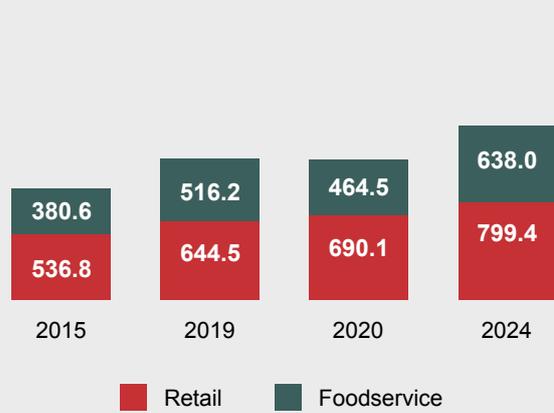
Edible Oils Market Size

*Retail CAGR 2020–24: 7.8%



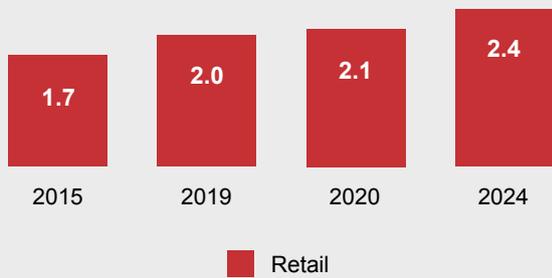
Sauces, Dressings, and Condiments Market Size

*Retail CAGR 2020–24: 3.7%



Ready Meals Market Size

*Retail CAGR 2020–24: 3.4%



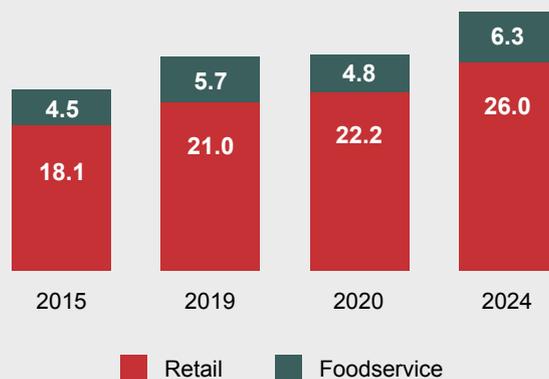
Soups Market Size

*Retail CAGR 2020–24: 3.0%



Sweet Spreads Market Size

*Retail CAGR 2020–24: 4.0%



Category Prospects

Driven by increased home cooking activity among households in 2020, cooking ingredients and meals category is expected to record a 6.0% year-on-year increase in retail value. Retail sales value of edible oils is expected to grow by 7.2% in 2020. Over the next five years, cooking ingredients and meals category will continue to grow moderately, with an estimated value CAGR of 3.0% (2020–2024), reaching AUD6.3 billion by 2024.

Total retail volume of cooking ingredients and meals category is expected to see a CAGR of 6.6% over the forecast period, totalling 2.8 million tonnes in 2024. Edible oils and sauces, dressings and condiments will be the two fastest growing subcategories over the forecast period (2020–2024). New product development, particularly within cooking sauces and the introduction of new “Western” products, will support demand for the category.

Foodservice volume of cooking ingredients and meals category is expected to see a sharp decline in 2020, contracting by 10.2% on the previous year. COVID-19 social restrictions on restaurants and cafés will have a negative impact in 2020 and 2021. Nevertheless, the category is expected to see some recovery in the medium and long term as the foodservice sector reopens again and Indonesian “eating out” culture emerges again. Sauces, dressings and condiments is expected to be the fastest growing subcategory within the foodservice sector for the years 2020 to 2024.

7.4.2 COMPETITIVE LANDSCAPE

Bimoli, owned by Indonesian company Salim Ivomas Pratama, is the leading brand in cooking ingredients and meals category. Salim Ivomas Pratama is also the leader within the edible oils subcategory. The brand manufacturer is trusted by Indonesian households due to strong local recognition and industry awards. Tropical, owned by Bina Karya Prima, holds second place in the cooking ingredients and meals category in terms of brand share.

ABC, owned by Heinz ABC Indonesia, is the third-largest brand in the cooking ingredients and meals category. Its strong presence stems from its leadership in the sauces, dressings and condiments subcategory, where the company has a wide distribution network in modern retail. Convenience stores such as Alfamart and Alfamidi have partnered with Heinz to develop community initiatives through the distribution of ABC products.

TABLE 22 – Cooking Ingredients and Meals Brand Rankings (Retail Value, AUD million, 2019)

Source: Euromonitor International Passport, Packaged Food 2020

Category	Local Brand Name	National Brand Owner (NBO)	Ranking
Cooking Ingredients and Meals	Bimoli	Salim Ivomas Pratama Tbk PT	1
Cooking Ingredients and Meals	Tropical	Bina Karya Prima PT	2
Cooking Ingredients and Meals	ABC	Heinz ABC Indonesia PT	3
Cooking Ingredients and Meals	Bango	Unilever Indonesia Tbk PT	4
Cooking Ingredients and Meals	Sania	Sari Agrotama Persada PT	5
Cooking Ingredients and Meals	Filma	SMART Tbk PT	6
Cooking Ingredients and Meals	Masako	Ajinomoto Indonesia PT	7
Cooking Ingredients and Meals	Royco	Unilever Indonesia Tbk PT	8
Cooking Ingredients and Meals	Sedaap	Sayap Mas Utama PT	9
Cooking Ingredients and Meals	Indofood	Nugraha Indah Citarasa Indonesia PT	10

7.4.3 ANALYSIS OF PRODUCT RANGE

Note: As part of the research conducted during the development of this export guide, Euromonitor International conducted store audits in Jakarta and Bali retail outlets to understand the supply of packaged food and soft drinks products. These audits were conducted across all product categories covered in this report.

This section of the report will discuss range inputs captured during primary research for the **Cooking Ingredients and Meals** category.

Country of Origin

The cooking ingredient and meals category is dominated by Indonesian players. Industry sources suggest that **sales of international cooking ingredients and meals products make up approximately 16% of total cooking ingredients and meals category sales**. The findings from **store audits indicated that over 36.1% of products in Jakarta and 26.7% of sampled products in Bali were from international brand manufacturers**. Some key factors that are influencing the high presence of imported cooking ingredients in Jakarta are the growing demand from emerging middle-class consumers, and the emerging consumer preference for international cuisines, particularly those of Western origin. Although locally manufactured products make up the vast majority of the category, products from the US, Switzerland, Japan, Thailand and South Korea are commonly found in Indonesian modern retail channel.

CHART 20 – Cooking Ingredients Product Range by Domestic vs International (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

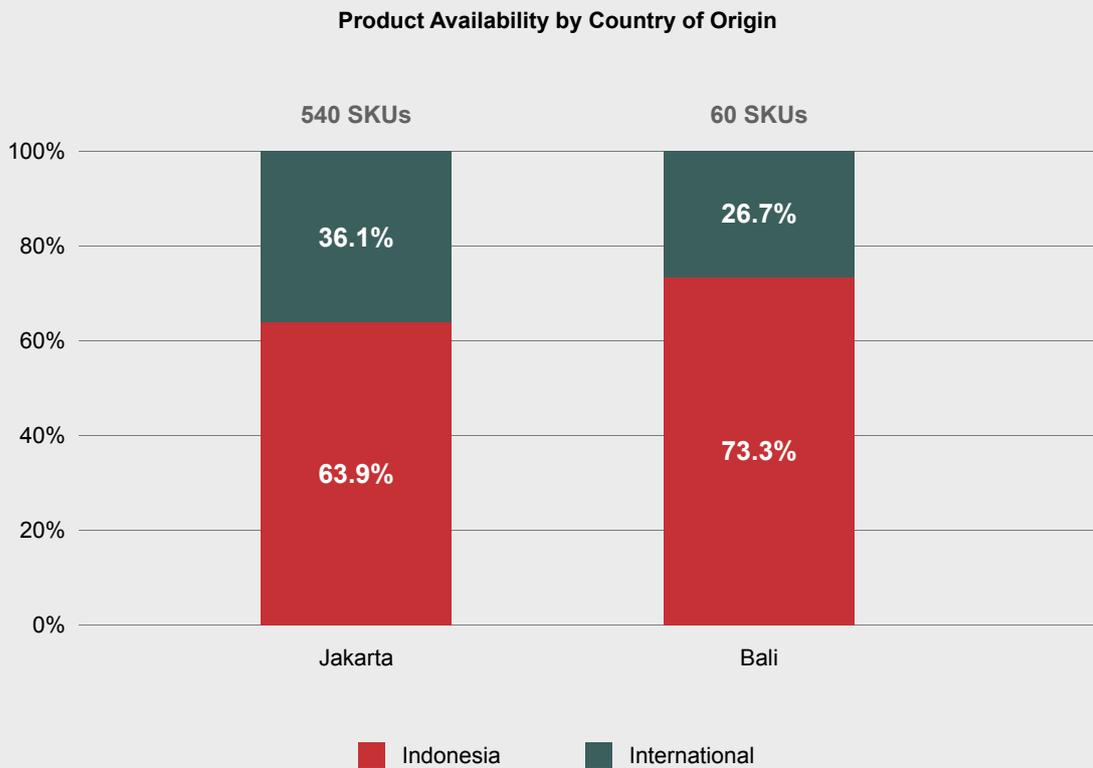


Table 23 below lists all the countries of origin captured during store audits.

TABLE 23 – Cooking Ingredients Product Range by Country of Origin

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Jakarta	Bali
Malaysia	South Korea
US	US
China	Switzerland
Spain	Thailand
Italy	Japan
Germany	
France	
South Korea	
Thailand	
UK	
Switzerland	

Product Formats and Pack Sizes

Cooking ingredients and meals often come in bottles, pouches and jars. These are the most common packaging formats in Indonesia. Bottles are common for edible oil products as well as sauces and dressings, jars are common for sweet spreads, and pouches are common for sauces, dressings and condiments. Approximately, over 35% of products sampled during store audits were made of plastic material and over 22% of products were made of paper carton or cardboard.

CHART 21 – Cooking Ingredients Product Format by Packaging Type (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali



Over 85.0% of cooking ingredient products sampled during store audits were available in single units. **Pack sizes of products in this category mainly range between 250g and 500g.**

Price Levels

Euromonitor has obtained the average prices for single units, meaning that prices for products that come in multi-packs have been divided by the total number of units in each product pack. For Jakarta, average unit price was calculated from 540 SKUs and for Bali, average unit price was based on a sample of 60 SKUs. Each city's average unit price result will be impacted by its product mix; hence, it is advised that the figures below are indicative levels only and not unique and final indicators.

Sweet spreads and edible oils have the highest average unit prices. This is due to an increase in average unit prices over the past 12 months. Consumers are increasingly trying new products such as coconut oil and other healthier and premium options, leading to increased average prices for the category. Similar to other categories such as staple foods and snacks, average unit prices of cooking ingredients in Bali were found to be higher than the ones in Jakarta. Comparison of prices in modern retail channels in Bali and Jakarta also confirmed a similar trend.

TABLE 24 – Cooking Ingredients Average Unit Prices by Subcategory (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Product Category	Product Subcategory	Average Unit Price Jakarta	Average Unit Price Bali
Cooking Ingredients and Meals	Cooking Ingredients and Meals	3.98	5.40
Cooking Ingredients and Meals	Edible Oils	5.99	8.88
Cooking Ingredients and Meals	Sauces, Dressings and Condiments	2.20	6.28
Cooking Ingredients and Meals	Sweet Spreads	5.79	7.66
Cooking Ingredients and Meals	Soup	1.24	1.08
Cooking Ingredients and Meals	Ready Meals	0.45	3.12

TABLE 25 – Cooking Ingredients Average Unit Prices by Retail Channel (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Retail Channel	Average Unit Price Jakarta	Average Unit Price Bali
Independent Small Grocers	1.31	N/A
Hypermarkets	3.83	3.58
Supermarkets	4.77	7.18
Convenience Stores	1.74	3.67

TABLE 26 – Cooking Ingredients Average Unit Prices by Domestic vs International (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Origin	Average Unit Price Jakarta	Average Unit Price Bali
Indonesia (Domestic)	2.26	4.98
International	7.67	6.47

Note: 2019 AUD/IDR exchange rate used = 9,829.92.

7.5 SOFT DRINKS

- In 2019, soft drinks in Indonesia grew by 3.2% in off-trade (retail) value terms, reaching AUD10.7 billion.
- On-trade (foodservice) volume sales grew by 3.8% in 2019, to reach 1.8 billion litres.
- Danone Aqua and Coca-Cola are the leaders in soft drinks in Indonesia.
- Over 89.0% of soft drinks available in Jakarta are domestic products.
- Soft drinks will post a 2.9% off-trade (retail) value CAGR between 2020 and 2024.

7.5.1 MARKET SIZE

Category Performance and Growth Drivers

The soft drinks industry in Indonesia was worth AUD10.7 billion (off-trade value) in 2019. The industry recorded moderate year-on-year growth of 3.2% driven by the bottled water and sports drinks subcategories.

Bottled water makes up 40.6% of the soft drinks industry. This subcategory witnessed a 6.6% increase in off-trade (retail) value sales in 2019 as health-conscious consumers shifted from high sugar soft drinks to bottled water. Poor quality of tap water in Indonesia is also a factor behind the consistent demand for bottled water.

Sports drinks and RTD coffee were among the fastest-growing soft drinks subcategories in 2019, growing by 5.9% and 6.3% respectively in off-trade (retail) value. Together, these subcategories account for 9.6% of the total soft drinks industry. Shifts in lifestyles towards active living and more exercise contributed to the growth in sports drinks, particularly products that promote faster rehydration and replenishment of electrolytes. The “on-the-go” consumption trend boosted sales of RTD coffee.

Energy drinks and carbonates recorded off-trade (retail) value sales declines of 3.9% and 3.1% respectively. Consumers’ gradual shift away from high-sugar/high-caffeine soft drinks, especially products containing artificial additives, continued to see demand reduce.

Chart 22 below further explains the value breakdown of soft drinks by subcategory.

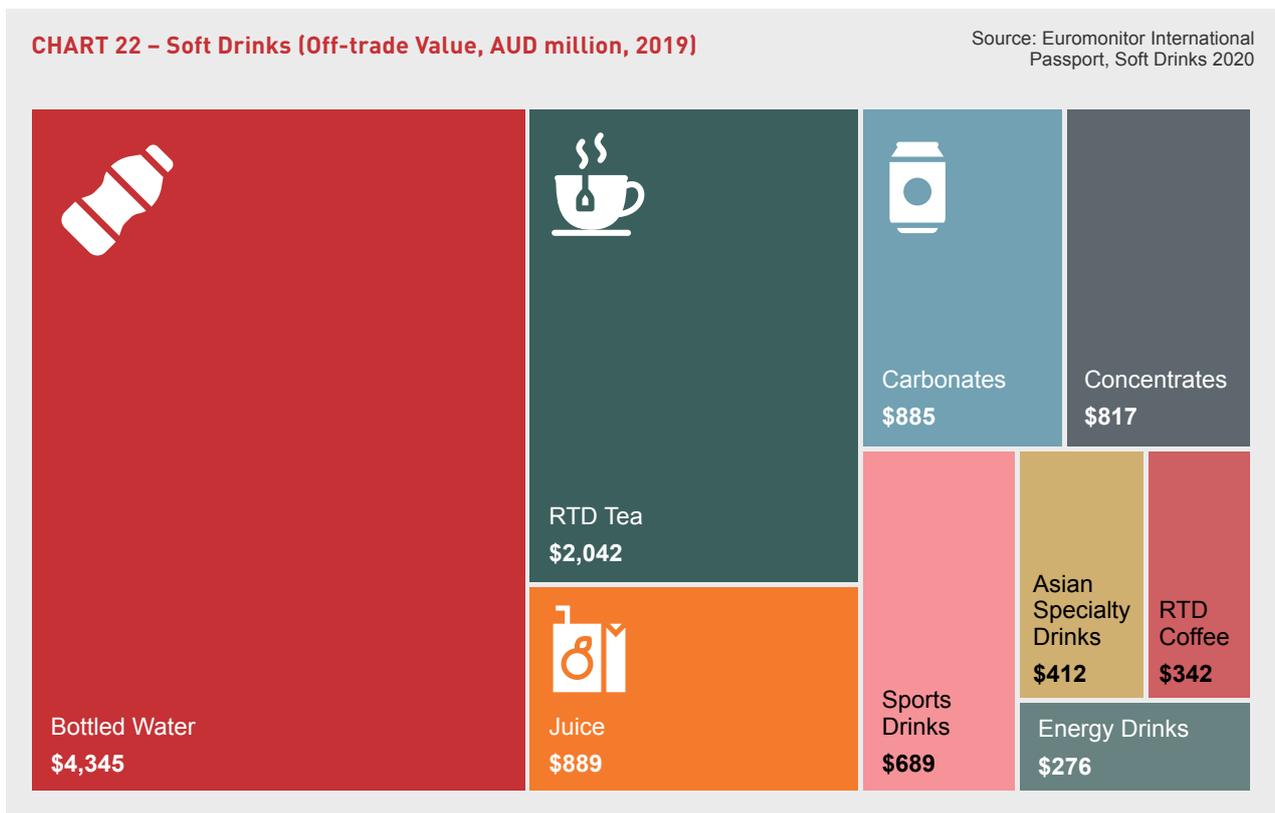


TABLE 27 – Soft Drinks (Off-trade Value, 2015–2019)

Source: Euromonitor International
Passport, Soft Drinks 2020

	Unit	2015	2016	2017	2018	2019	% CAGR 2015–2019
Total Soft Drinks	AUD million	9,117.2	10,064.9	10,177.9	10,366.0	10,698.0	4.1
Total Soft Drinks	% growth		10.4%	1.1%	1.8%	3.2%	
Bottled Water	AUD million	3,150.3	3,626.7	3,831.3	4,077.7	4,344.9	8.4
Bottled Water	% growth		15.1%	5.6%	6.4%	6.6%	
Carbonates	AUD million	1,076.4	1,117.1	1,013.3	914.2	885.4	-4.8
Carbonates	% growth		3.8%	-9.3%	-9.8%	-3.1%	
Concentrates	AUD million	846.7	852.3	845.8	830.0	817.2	-0.9
Concentrates	% growth		0.7%	-0.8%	-1.9%	-1.5%	
Juice	AUD million	800.2	877.8	898.8	879.8	888.6	2.7
Juice	% growth		9.7%	2.4%	-2.1%	1.0%	
RTD Coffee	AUD million	208.4	261.9	296.4	322.0	342.3	13.2
RTD Coffee	% growth		25.7%	13.2%	8.6%	6.3%	
RTD Tea	AUD million	1,728.8	1,930.1	1,969.7	1,998.2	2,042.1	4.3
RTD Tea	% growth		11.6%	2.1%	1.4%	2.2%	
Energy Drinks	AUD million	295.0	322.6	303.6	287.1	276.0	-1.7
Energy Drinks	% growth		9.4%	-5.9%	-5.5%	-3.9%	
Sports Drinks	AUD million	606.0	654.5	623.8	650.9	689.1	3.3
Sports Drinks	% growth		8.0%	-4.7%	4.3%	5.9%	
Asian Speciality Drinks	AUD million	405.5	421.9	395.0	406.1	412.3	0.4
Asian Speciality Drinks	% growth		4.0%	-6.4%	2.8%	1.5%	

Consumer Trends

Busy lifestyle of expanding middle class is increasing demand for drinks such as RTD coffee, and healthier alternatives such as bottled water and reduced sugar RTD tea. Additionally, interest in novel flavours and compact formats is also growing.

Consumers are very price sensitive after having experienced a drop in purchasing power over the 2017–2018 period. This has had a positive influence on bottled water performance as it is significantly cheaper than other options within the soft drinks category.

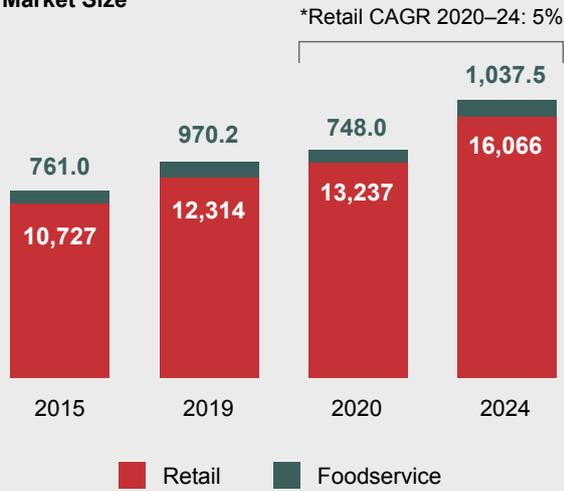
Foodservice Sector

Soft drinks recorded 3.8% on-trade (foodservice) volume growth in 2019, reaching 1.8 billion litres. Bottled water and RTD tea registered rapid volume growth in 2019, expanding by 5.4% and 3.5%, respectively. Flavour innovation has been driving foodservice volume growth in the RTD tea subcategory as consumers opt for these when eating out. Carbonates saw moderate growth in the foodservice sector, growing by 1.6% in 2019. Competitively priced “meal deals” that include carbonates were introduced by fast food operators such as Burger King and KFC. Partnerships between carbonates brand manufacturers and fast food operators remained an important factor in maintaining moderate demand for this subcategory in the foodservice sector. The growing “eating out” culture in Indonesia still allows for indulgent moments in which consumers are inclined to opt for sugary drinks such as carbonates.

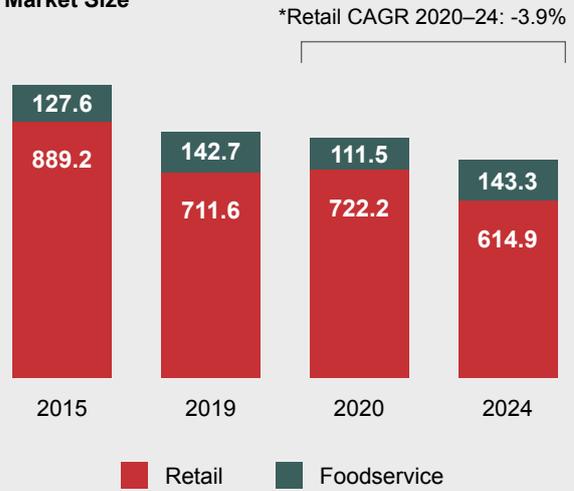
CHART 23 – Soft Drinks Subcategories (Volume, million litres)

Source: Euromonitor International Passport, Soft Drinks 2020

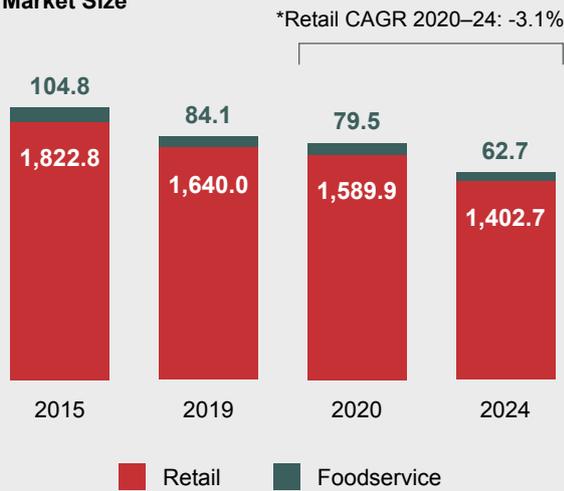
Bottled Water Market Size



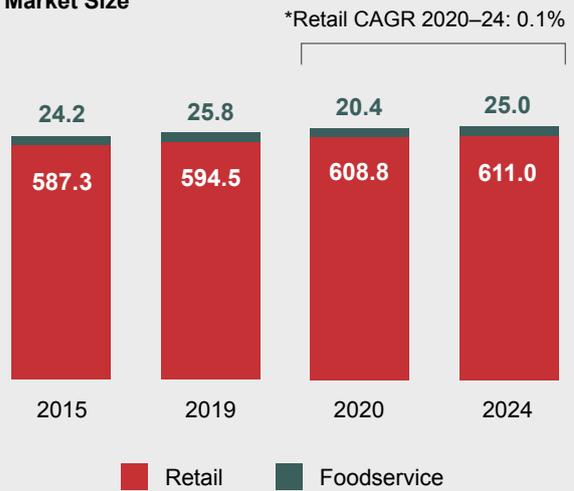
Carbonates Market Size



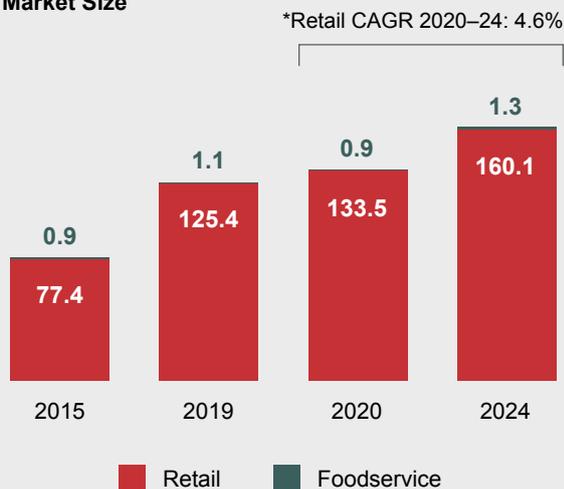
Concentrates Market Size



Juice Market Size



RTD Coffee Market Size



RTD Tea Market Size

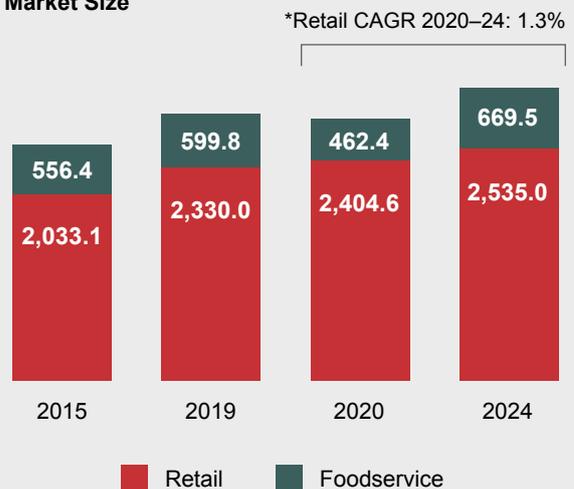
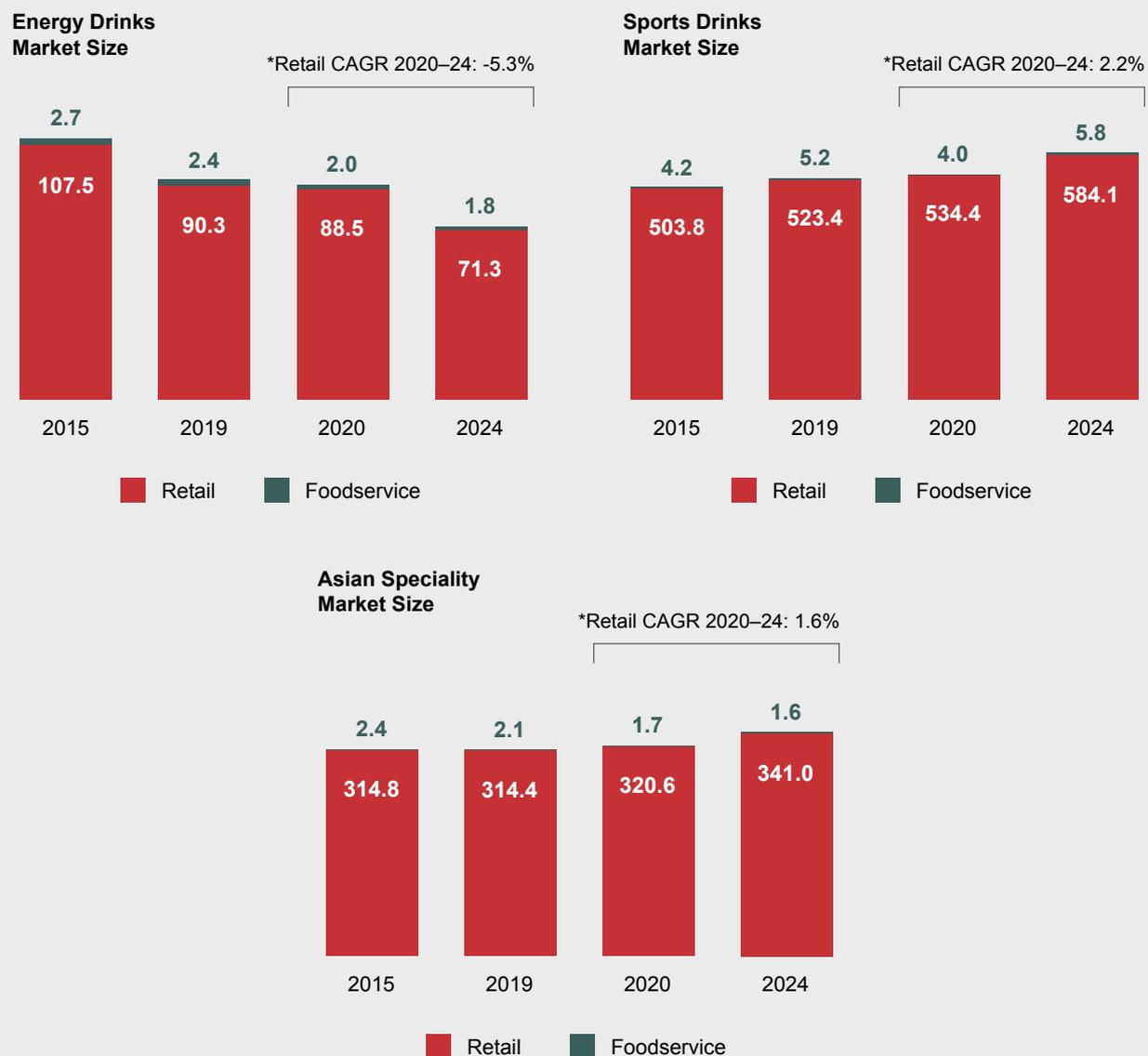


CHART 23 (CONTINUED) – Soft Drinks Subcategories (Volume, million litres)

Source: Euromonitor International Passport, Soft Drinks 2020



Note: 2019 AUD/IDR exchange rate used = 9,829.92.

Category Prospects

Euromonitor International estimates that the soft drinks industry will continue to perform positively over the forecast period, registering an off-trade (retail) value CAGR of 2.9% (2020–2024) and reaching AUD12.5 billion by 2024. This long-term growth will continue to be driven by strong performance in the bottled water subcategory and emerging subcategories such as RTD coffee, RTD tea and sports drinks. Trends such as the shift towards healthier lifestyles will influence how these subcategories perform, supported by innovative flavours and new product formats. In terms of off-trade (retail) volume sales, the soft drinks industry is expected to reach a size of 22.4 billion litres by 2024, witnessing a CAGR of 3.4% over the forecast period (2020–2024).

On-trade (foodservice) volume sales of soft drinks are expected to take a hit in 2020 due to COVID-19 restrictions on operations within the foodservice sector. The soft drinks foodservice industry is expected to decline by 22.0% in 2020, contracting in size to 1.4 billion litres. Nevertheless, the long-term outlook is brighter for the soft drinks industry. Growth levels are expected to return to normal over the forecast period. Euromonitor International forecasts soft drinks will register an on-trade (foodservice) volume CAGR of 8.0% over the next five years, reaching 1.9 billion litres by 2024. Bottled water, carbonates, RTD coffee and RTD tea are expected to support the recovery of soft drinks in the foodservice sector.

7.5.2 COMPETITIVE LANDSCAPE

Indonesia's soft drinks industry is relatively fragmented, with different market leaders for the bottled water, RTD tea and carbonates subcategories. Aqua and Le Minerale are the leading brands in the soft drinks industry due to their strong penetration in the bottled water subcategory. Bottled water is expected to see increased competition and competitive pricing as companies implement strategies to cater to Indonesians looking for affordable bottled water. More recently, Tirta Fresindo Jaya PT, national brand owner of Le Minerale, registered strong volume and value sales growth due to its competitive distribution strategy and the introduction of new products in its portfolio.

Teh Gelas is the third-largest brand in the soft drinks category. Its brand owner, CS2 Pola Sehat, cemented its position through its leadership in the RTD tea subcategory, competitive pricing strategies, promotional activities and marketing on social media.

TABLE 28 – Soft Drinks Brand Rankings (Off-trade Value RSP, AUD million, 2019)

Source: Euromonitor International Passport, Soft Drinks 2020

Category	Local Brand Name	National Brand Owner (NBO)	Ranking
Soft Drinks	Aqua	Danone Aqua PT	1
Soft Drinks	Le Minerale	Tirta Fresindo Jaya PT	2
Soft Drinks	Teh Gelas	CS2 Pola Sehat PT	3
Soft Drinks	Pocari Sweat	Amerta Indah Otsuka PT	4
Soft Drinks	Minute Maid	Coca-Cola Indonesia PT	5
Soft Drinks	VIT	Danone Aqua PT	6
Soft Drinks	Teh Pucuk Harum	Tirta Fresindo Jaya PT	7
Soft Drinks	Fanta	Coca-Cola Indonesia PT	8
Soft Drinks	Sprite	Coca-Cola Indonesia PT	9
Soft Drinks	Frestea	Coca-Cola Indonesia PT	10

7.5.3 ANALYSIS OF PRODUCT RANGE

Note: As part of the research conducted during the development of this export guide, Euromonitor International conducted store audits in Jakarta and Bali retail outlets to understand the supply of packaged food and soft drinks products. These audits were conducted across all product categories covered in this report.

This section of the report will discuss range inputs captured during primary research for the **Soft Drinks** category.

Country of Origin

Imported soft drinks are estimated to be 15.0% of total category sales based on feedback from industry sources. Store audit data indicates that 10.4 % of soft drinks in Jakarta and 19.4% in Bali are imported. Locally manufactured products are still the best sellers in Indonesia due to their penetration and acceptance. Growth in modern retail channels such as supermarkets is expected to drive awareness and curiosity about imported soft drinks among Indonesian consumers. Imported soft drinks brands are expected to cater to middle- and upper-income consumer groups, where premiumisation has been an emerging trend driven by new flavours, formats and product concepts. Soft drinks from South Korea, Thailand, Australia, Italy and the US were commonly found during store audits in both Jakarta and Bali.

CHART 24 – Soft Drinks Product Range by Domestic vs International (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

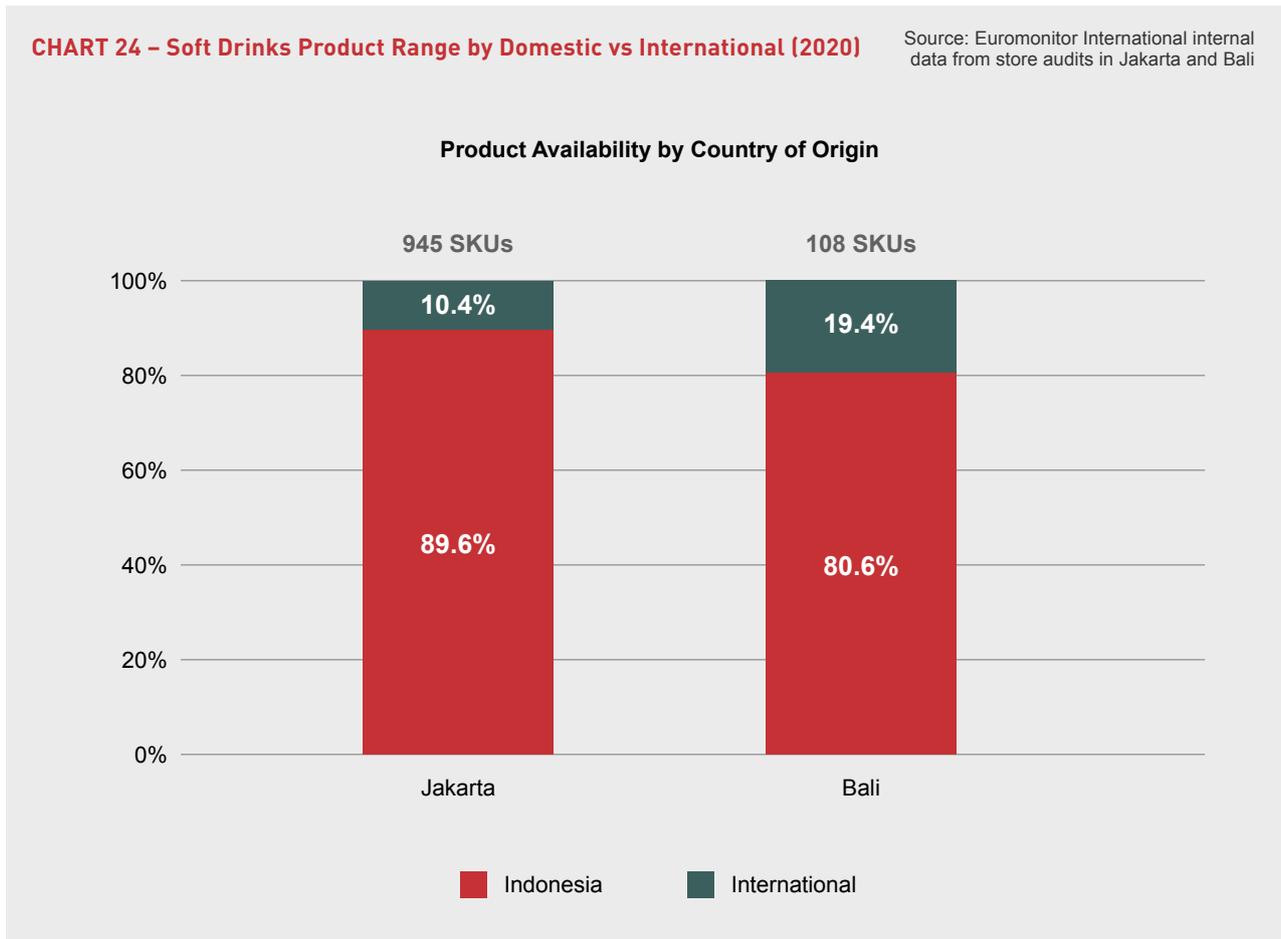


Table 29 below lists all the countries of origin captured during store audits.

TABLE 29 – Soft Drinks Product Range by Country of Origin

Source: Euromonitor International internal data from store audits in Jakarta and Bali

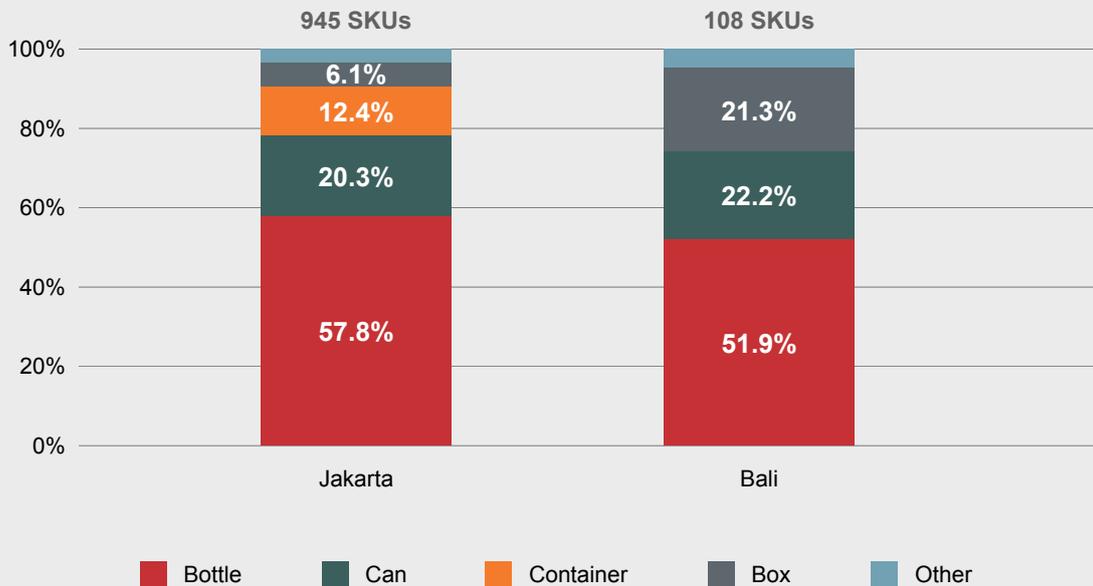
Jakarta	Bali
Taiwan	South Korea
Austria	Japan
Thailand	Thailand
France	US
Australia	China
Switzerland	Canada
Italy	Austria
South Korea	Turkey
Turkey	Australia
Malaysia	Italy
US	

Product Formats and Pack Sizes

Over 50% of soft drinks sampled during store audits were available in bottle format, with cans being the second most common packaging format. Plastic was the most common packaging material observed in the sample. This is due to the high penetration of bottle format and the reliance on plastic among Indonesian manufacturers.

CHART 25 – Soft Drinks Product Format by Packaging Type (2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali



Over 71% of soft drinks sampled during store audits were available in single units. In Indonesia, pack sizes of products in this category mainly range between 250ml and 500ml.

Price Levels

Euromonitor has obtained the average prices for single units, meaning that prices for products that come in multi-packs have been divided by the total number of units in each product pack. For Jakarta, average unit price was calculated from 945 SKUs and for Bali, average unit price was based on a sample of 108 SKUs. Each city's average unit price result will be impacted by its product mix; hence, it is advised that the figures below are indicative levels only and not unique and final indicators.

Average unit prices of soft drinks in Jakarta were observed to be lower than average unit prices in Bali. Lower average unit prices in Jakarta are attributed to higher presence of smaller “on-the-go” packs that cater to consumers with busy city lifestyles. These product formats are expected to be more limited in Bali. Supermarkets had the highest unit prices for soft drink products and the international products were found to be priced higher than domestic products in both Jakarta and Bali.

TABLE 30 – Soft Drinks Average Unit Prices by Subcategory (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Product Category	Product Subcategory	Average Unit Price Jakarta	Average Unit Price Bali
Soft Drinks	Soft Drinks	1.08	2.16
Soft Drinks	Bottled Water	1.63	0.68
Soft Drinks	Carbonates	1.21	0.97
Soft Drinks	Concentrates	2.04	7.20
Soft Drinks	Juice	1.35	4.35
Soft Drinks	RTD Coffee	0.82	0.81
Soft Drinks	RTD Tea	0.53	2.88
Soft Drinks	Energy Drinks	1.51	0.79
Soft Drinks	Sports Drinks	0.80	0.73
Soft Drinks	Asian Speciality Drinks	0.63	0.95

TABLE 31 – Soft Drinks Average Unit Prices by Retail Channel (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Retail Channel	Average Unit Price Jakarta	Average Unit Price Bali
Independent Small Grocers	0.58	N/A
Hypermarkets	0.91	1.14
Supermarkets	1.31	2.97
Convenience Stores	0.68	1.61

TABLE 32 – Soft Drinks Average Unit Prices by Domestic vs International (Retail Value, AUD, 2020)

Source: Euromonitor International internal data from store audits in Jakarta and Bali

Origin	Average Unit Price Jakarta	Average Unit Price Bali
Indonesia (Domestic)	0.90	1.52
International	3.15	5.09

Note: 2019 AUD/IDR exchange rate used = 9,829.92.



8. Supply Chain

8.1 Supply Chain Overview

8.2 Route-To-Market

8.3 Retail Distribution Channels

8.4 Foodservice Distribution

8.5 Supply Chain in Surabaya and Bali

8.6 Challenges and Opportunities

8. SUPPLY CHAIN

8.1 SUPPLY CHAIN OVERVIEW

Indonesia's food and beverage supply chain is known to have some level of complexity as well as fragmentation. Due to its diverse geographic and demographic nature, the supply chain involves up to four layers from production, distribution, sub-distribution and consumer retail.

The **main participants** in Indonesia's food and beverage **supply chain** are:

- Importer/Agent
- Major distributor
- Sub-distributor
- Wholesaler
- Retailer
- Foodservice player

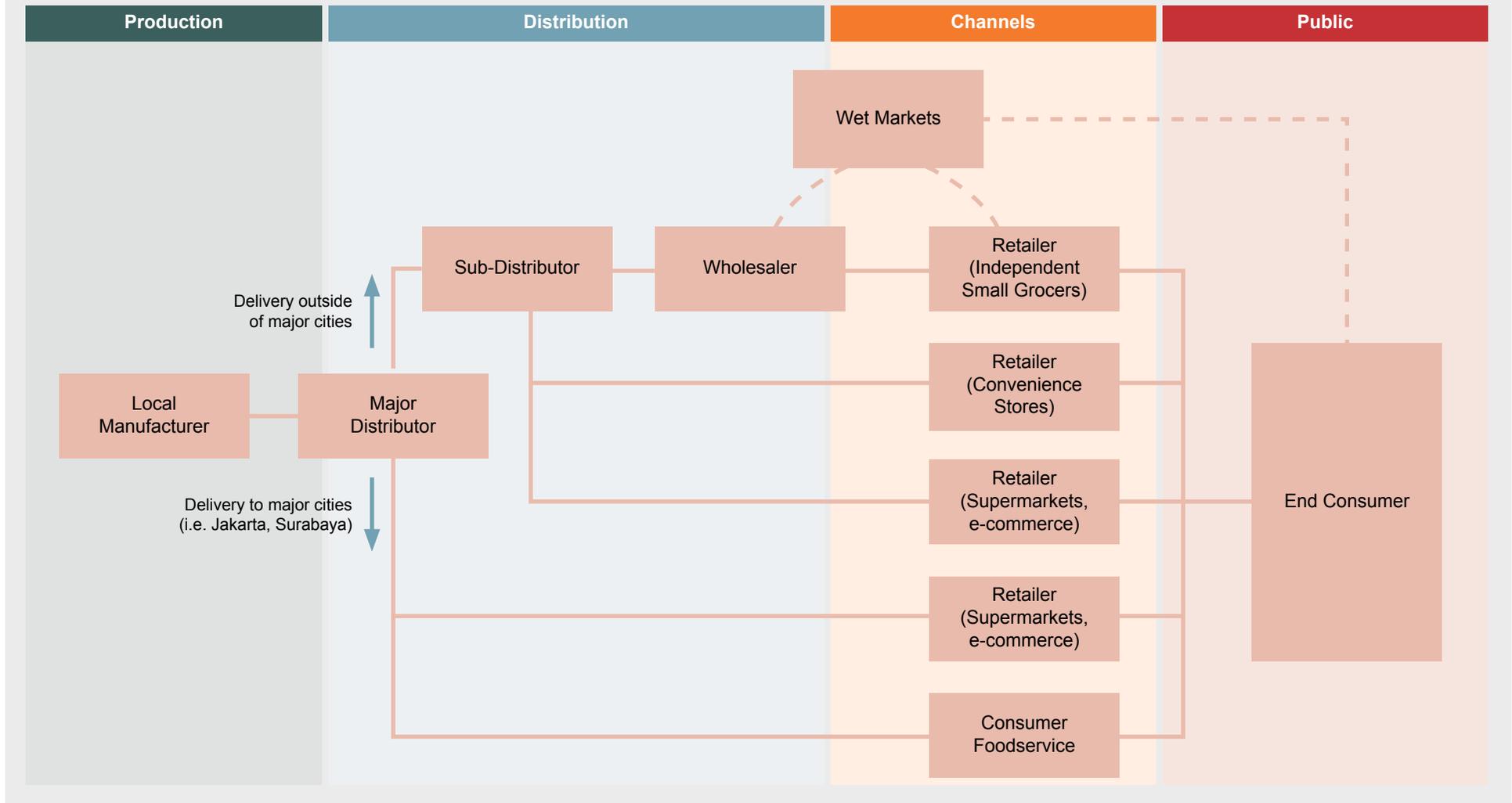


8.2 ROUTE-TO-MARKET

8.2.1 DOMESTIC PRODUCTS

CHART 26 – Route-to-Market Map: Domestic Products

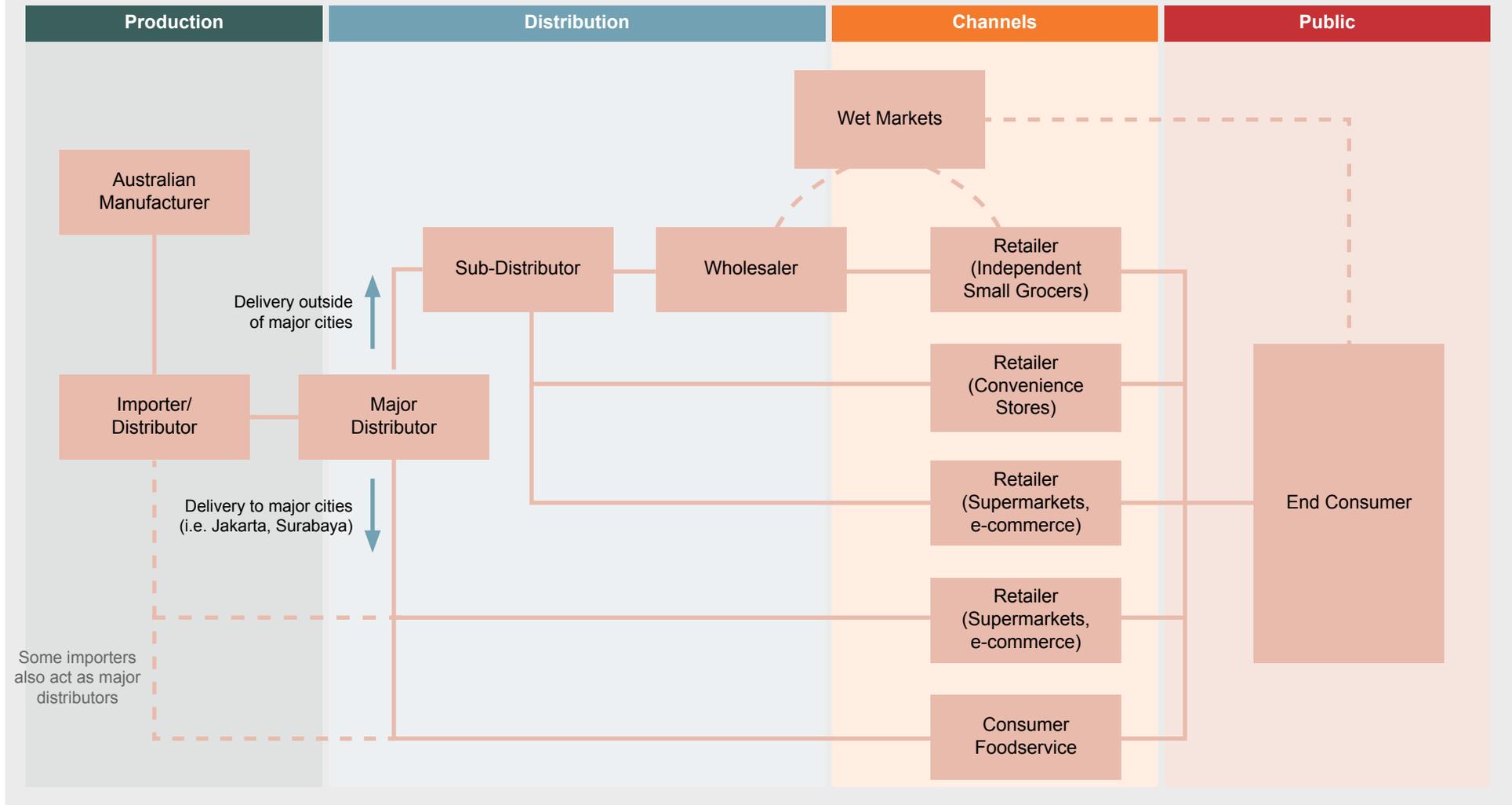
Source: Euromonitor International internal data from desk research and trade interviews



8.2.2 IMPORTED PRODUCTS

CHART 27 – Route-to-Market Map: Premium Imported Products

Source: Euromonitor International internal data from desk research and trade interviews





8.2.3 SUPPLY CHAIN PLAYERS

Major Distributors, Sub-Distributors and Wholesalers

In order to reach the Indonesian market, an exporter of food and beverage products must appoint an importer and/or major distributor. Major distributors are the main B2B customer for domestic and international products. Major distributors often have a large network of sub-distributors and work directly with modern retail in Indonesia. Furthermore, major distributors collaborate closely with sub-distributors to connect the different brand manufacturers with multiple regions in Indonesia, including more rural areas. Major distributors rely on sub-distributors for warehousing, transportation and fleet requirements while also having a strong sales force enabling their sub-distributors to maintain and establish new partnerships with retailers in Indonesia. Some principal distributors in Indonesia are Interfood, Inter Buana Mandiri, Nirwana Lestari and PT Sukanda Djaya.

Distribution hubs play a major role in the supply chain, with major distributors and sub-distributors relying on their location and infrastructure for efficient transportation, connection and storage of domestic and imported food and beverage products. Distribution hubs are located across the archipelago and are used as a connector or central distribution point between major distributors and modern retail, as well as a connector to smaller sub-distributors and wholesalers.

Main distribution hubs of food and beverages are located in the following cities:

- Jakarta
- Bandung
- Surabaya
- Yogyakarta
- Medan
- Semarang
- Denpasar
- Batam

Retailers and Foodservice Players

Although traditional retail still accounts for a significant portion of the overall food and beverages sector, modern retailers are seeing a greater involvement in the supply chain as well as presence in Indonesian cities. Modern retailers have started to penetrate not only the major Indonesian cities but also rural areas. Foodservice players such as new “Western” full-service restaurants and limited-service restaurants are also key players in the supply chain due to the growing “eating out” culture in Indonesia. Both modern retailers and foodservice players work closely with major distributors and sub-distributors depending on which city or region they are based in.

8.3 RETAIL DISTRIBUTION CHANNELS

Indonesia's retail landscape is evolving, with new retail channels emerging in the food and beverage sector. Traditional retailers such as independent small grocers dominate the mass market for food and beverages, while modern retailers such as hypermarkets and supermarkets are becoming larger players in the premium sector and in major cities. The key drivers of growth for modern retailers are wider product range availability and perception of superior product quality. Similarly, Indonesia has witnessed an expansion of convenience stores, with it becoming a preferred destination for busy consumers to purchase beverages, snacks and ready meals.

Indonesia's **food and beverage sector** is dominated by the following **retail channels**:

Traditional Grocery Retailers

- Independent Small Grocers
- Other Grocery Retailers

Modern Retailers

- Hypermarkets
- Supermarkets
- Convenience Stores

8.3.1 CHANNEL DESCRIPTION AND LEADING RETAILERS

Independent Small Grocers

Independent small grocers are independent retail outlets with a selling space of under 400 square metres and with a primary focus on selling food/beverages/tobacco and other groceries. Independent grocery stores are owned by an entrepreneur owning and operating one or more (but fewer than 10) retail outlets. Typically, independent grocery stores are family concerns and food usually accounts for at least 50% of total retail sales value. Independent small grocers cater to the mass market, rural areas and consumers from lower socioeconomic backgrounds.

Other Grocery Retailers

Other grocery retailers are known for selling predominantly food, beverages and tobacco or a combination of these. These retail channels include health food stores, kiosks and markets selling predominantly groceries. Food and drink souvenir stores and regional specialty stores are also included under this retail channel.

Hypermarkets

Hypermarkets are chained or independent retail outlets with a selling space of over 2,500 square metres and with a primary focus on selling food/beverages/tobacco and other groceries. Hypermarkets also sell a range of non-grocery merchandise. Hypermarkets are frequently located on out-of-town sites or as the anchor store in a shopping centre. This retail channel is known for having a vast range of domestic and imported products, with a wider premium product mix. Hypermarkets are therefore known to cater to the middle- to upper-income level level groups of consumers in Indonesia.

Leading Hypermarkets

- Carrefour
- Giant
- Hypermart
- Lotte Mart

Supermarkets

Supermarkets are chained or independent retail outlets with a selling space of between 400 and 2,500 square metres and with a primary focus on selling food/beverages/tobacco and other groceries. Supermarkets may also sell a selection of non-groceries, but the product mix is skewed towards grocery items. This retail channel can also be found as the anchor store in shopping centres and it is known to supply higher-quality products and a large range of imported products. Like hypermarkets, upper and middle income earning consumers often shop here.

Leading Supermarkets

- Super Indo
- Farmers Market
- Ranch Market
- Hero
- Ramayana
- Foodmart

Convenience Stores

Convenience stores are chained retail outlets with a selling space of under 400 square metres and with a primary focus on selling food/beverages/tobacco and other groceries. Retailers in this channel focus on providing a large assortment of convenience food products such as snacks, ready meals and soft drinks. Convenience stores often have extended opening hours (i.e. 24/7), they can be found in residential neighbourhoods and sell other non-grocery products such as newspapers or magazines, greeting cards, etc.

Leading Convenience Store Chains

- Indomaret
- Alfa Midi
- Alfamart

8.3.2 DISTRIBUTION TRENDS

Delivery Times

B2B delivery times from major distributors and sub-distributors to modern retailers can vary from region to region. However, industry sources suggest that this is a major focus of continuous improvement for distributors and transport companies, as demand for shorter lead times from the retail and foodservice sector strengthens. According to the World Bank, the LPI (Logistics Performance Index) for Indonesia in 2018 was 3.15, ranking 46th out of 160 countries listed. Furthermore, the highest scores for Indonesia were on Timeliness, and Tracking and Tracing, scoring 3.67 and 3.30, respectively.

Cold Chain Storage

Indonesia's market potential for cold chain solutions continues to increase. Demand arising from processed food, fresh food, chemical and pharmaceutical industries continues to drive innovation and competition in the cold storage industry. Although cold chain requirements are more from bigger cities such as Jakarta, Bali, Surabaya and Bandung, it is expected that the reach of this technology and facilities will emerge in other cities. Product categories such as frozen processed meat and frozen processed fruits and vegetables will benefit the most from the development of cold storage facilities in Indonesia. Nevertheless, brand manufacturers of more temperature-sensitive product categories such as ice cream and some dairy products need to undertake careful consideration of cold storage providers and distribution capabilities.

8.3.3 MODERN RETAIL

Hypermarkets, supermarkets and convenience stores are currently growing modern retail channels in Indonesia that typically target middle- to upper-income-earning consumers, providing a wide range of high-quality domestic and premium imported products. For a more detailed understanding of key modern retail channels in Indonesia and their respective value share in each category, refer to Section 8.3.4 of the report.

Hypermarkets and Supermarkets

Although independent small grocers (traditional grocery retailer) make up the largest value share of the packaged food industry currently, hypermarkets and supermarkets have been gaining share since 2015. **Hypermarkets and supermarkets combined make up 19% of the total packaged food industry.** These retail channels have experienced 8.7% and 6.9% year-on-year growth respectively, reaching AUD8.4 billion in combined retail value in 2019. **In the soft drinks industry, hypermarkets and supermarkets hold a combined volume share of 29%.**

Indonesian consumers, particularly in urban areas, are increasingly looking to purchase their groceries from supermarkets and hypermarkets due to their large product ranges compared to independent small grocers. Industry sources further suggest that the geographical footprint of hypermarkets and supermarkets continues to expand, reaching not only major cities in Java or Bali, but also in regions such as Sumatra, Kalimantan and Sulawesi. Besides outlet expansion, hypermarkets and supermarkets are benefiting from their active improvement in e-commerce sales and the current consumer trend towards online grocery shopping. As internet penetration grows, grocery shopping activities increasingly take place online, with consumer convenience being a key driving factor behind this trend.

It is expected that hypermarkets and supermarkets will continue to innovate within the Indonesian food and beverage sector, particularly as emerging channels such as convenience stores continue to provide strong competition. Differentiation from convenience stores will likely take higher relevance, with product offering being a key focus area, increasing opportunities for new imported and premium flavours, formats and ingredients.

Convenience Stores

Modern retail in Indonesia has greatly benefited from the rapid growth and expansion experienced by convenience stores. New format concepts such as “express convenience stores”, offering snacking options, beverages, ready meals and other convenient packaged food propositions, prove to be the main driving factor behind consumer attention. Industry sources suggest that convenience stores are increasingly finding their own role and place in Indonesian social dynamics, with some of these stores becoming “hangout points”, particularly among younger consumer groups.

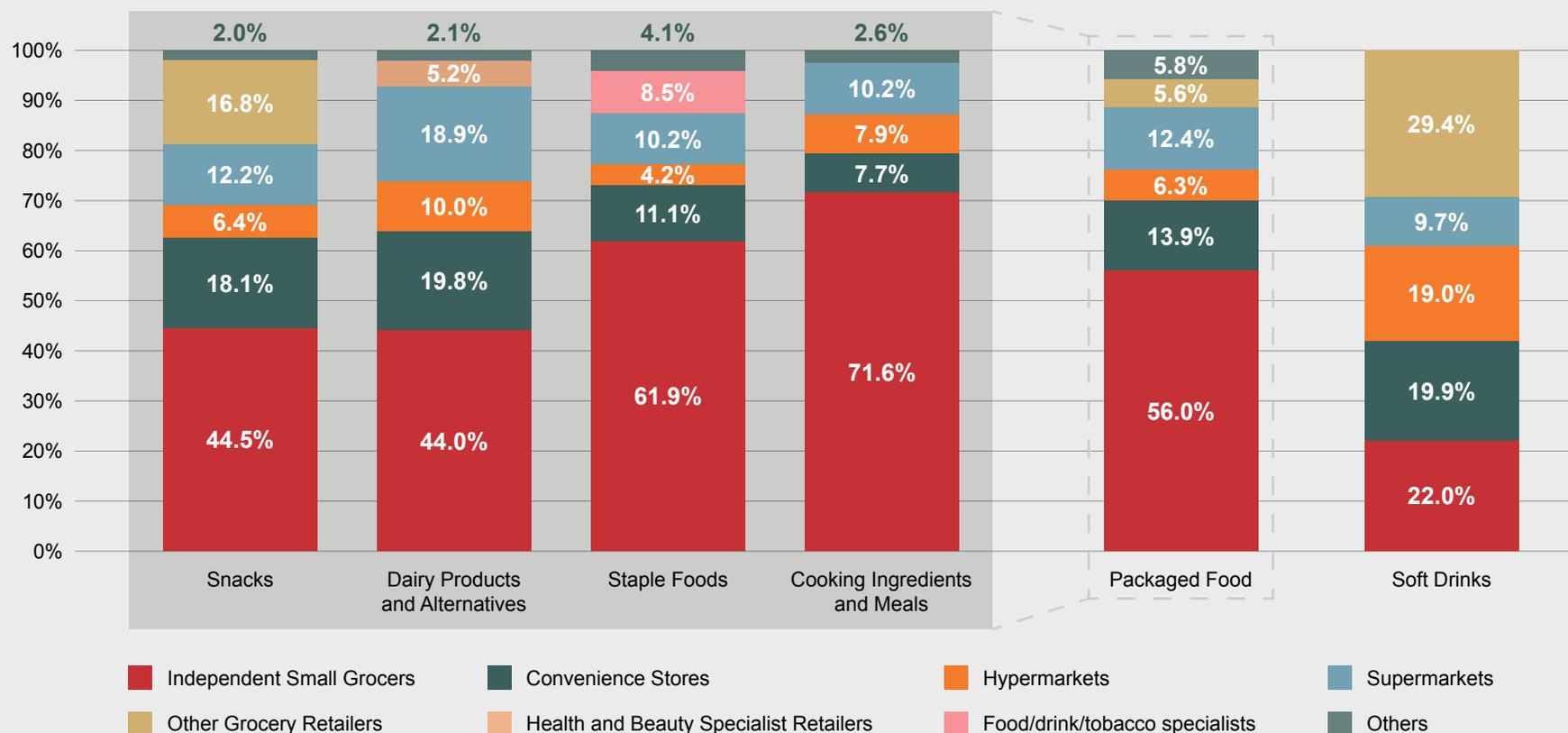
In 2019, **convenience stores accounted for 14% of total packaged food sales in Indonesia.** In the same year, the channel registered 9% year-on-year growth in retail value terms, reaching AUD6.2 billion. **Within soft drinks, convenience stores hold a 20% volume share.** Convenience stores grew by 6% in 2019 in off-trade volume sales of soft drinks. Growth of convenience stores in Indonesia continues to be driven by innovation. For example, Alfamart, a leading convenience store chain, launched Alfa-X, a fusion-like concept focusing on convenience and co-working space. Another example of an innovation is the shift towards smaller packaging formats. Indonesian consumers are increasingly demanding small pack sizes and formats due to the growing trend of purchasing only essentials and what is necessary for everyday consumption. The year 2020 is expected to be an exception, with consumers’ stockpiling for consumption. Nevertheless, the trend towards purchasing smaller pack sizes is expected to resume as restrictions ease and retail operations return to normal.

8.3.4 CHANNEL SHARE ANALYSIS BY CATEGORY

The following chart provides a detailed view of key retail channels on a category level. This chart includes all major traditional and modern retail channels including independent small grocers, convenience stores, hypermarkets and supermarkets.

CHART 28 – Channel Share - Packaged Food and Soft Drinks (2019)

Source: Euromonitor International Passport, Packaged Food and Soft Drinks 2020



Notes:
 Packaged Food Categories: Channel Value Share (Retail Value, AUD million, 2019)
 Soft Drinks: Channel Volume Share (Off-trade Volume, 2019)

8.3.5 E-COMMERCE

In 2019, online sales of food and beverages in Indonesia made up less than 1% of the total packaged food industry. Cross-border e-commerce activity is relatively uncommon in Indonesia, particularly within the food and beverage sector. Nevertheless, the e-commerce channel is currently the fastest growing channel for packaged food in Indonesia, growing by 47.5% year on year and reaching a total retail value of AUD124 million in 2019.

There are three major drivers of e-commerce growth in Indonesia: growing middle-class population, high internet and mobile penetration rates, and the fast growth of fintech and alternative financing options. With food and drinks, e-commerce penetration is primarily driven by consumers residing in densely populated areas such as Jakarta, Bandung and Surabaya seeking more convenient food solutions and opting to shop in online stores rather than going to offline outlets. Traffic congestion is also a growing consideration for busy consumers when making decisions on which channel to obtain their food from. Indonesian consumers are realising that by shopping online, they can access a wider range of food and drink options that may not be available in nearby physical food outlets.

Industry experts suggest e-commerce sales are expected to grow strongly over the forecast period (2020–2024). Infrastructure development, the rise of middle-income consumers, and the increasing influence of the millennial generation will support healthy growth of e-commerce platforms in the near future.

Leading e-commerce platforms in Indonesia



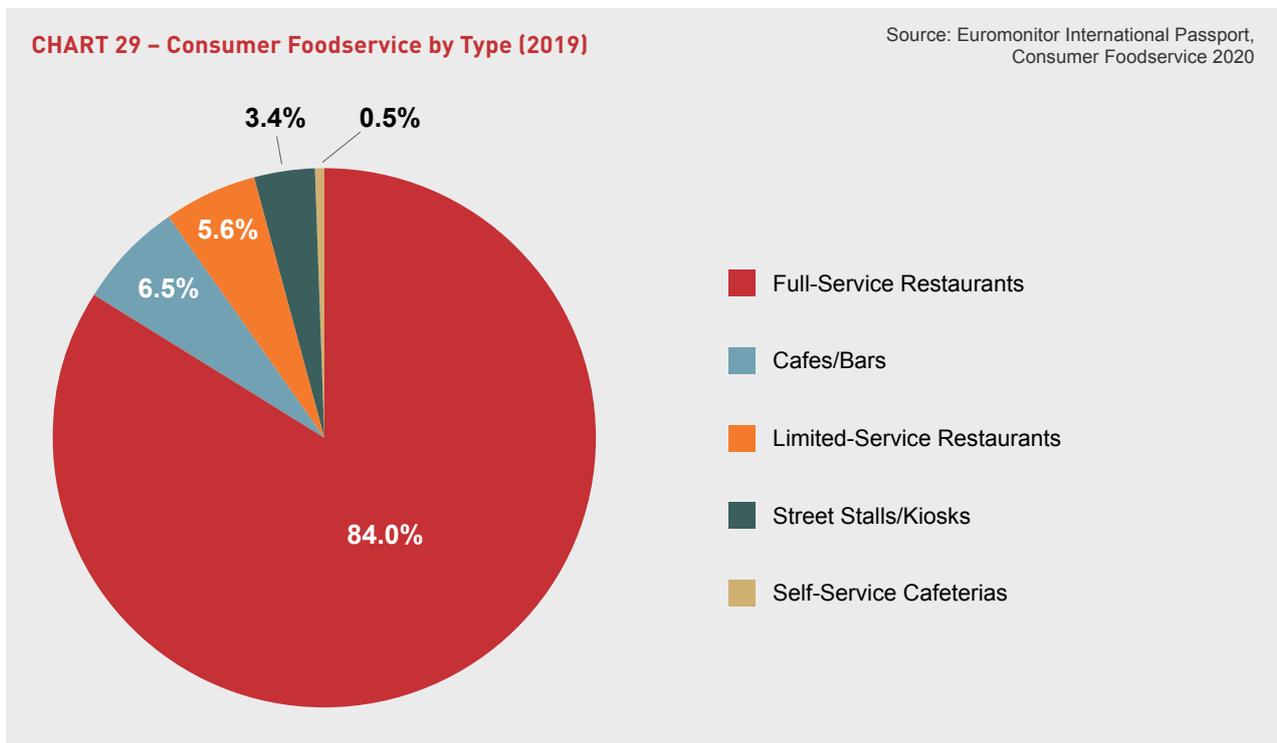
8.4 FOODSERVICE DISTRIBUTION

In 2019, Indonesia’s growing culture of eating out and willingness to try new flavours and menus continued to enable positive performance of foodservice players. Full-service restaurants form most of the total foodservice sector, mainly comprising Asian independent restaurants. Prior to 2020 and the effects of COVID-19, full-service restaurants were expected to register healthy growth over the forecast period (2020–2024), driven by increasing share of foodservice players in shopping centres and new partnerships with technology companies to provide better value and menu variation. Limited-service restaurants saw the fastest growth in value terms in 2019, growing by 11.5% year on year. Recent growth of limited-service restaurants was mainly attributed to outlet expansion, increased transactions and the growing presence of partnerships with fintech companies. Similarly, menu innovation continues to be a key success factor for limited-service restaurants.

Industry sources suggest that innovation based on menu variation, new ingredients and foreign cuisines will continue to be a determining factor of success in foodservice. Furthermore, foodservice players’ ability to cater to younger consumer groups (i.e. millennials, Gen Z) is becoming more important as these younger consumer groups follow international trends very closely and are shaping demand for new cuisines and menu requirements.

Although 2020 and 2021 are uncertain in terms of growth opportunities for different foodservice players due to the effects of COVID-19, the overall foodservice sector is expected to sustain the above trends in the mid-to-long term. Socioeconomic variables such as Indonesia’s growing middle class, the purchasing power of younger consumers, and price-driven initiatives by foodservice players and fintech companies are expected to help drive recovery and stimulate demand across the sector. Consumers’ adventurous palates and awareness of international food trends will continue to generate opportunities for food and beverage imports as new ingredients, flavours and product formats are required for foodservice players to remain competitive.

Please refer to Chart 29 below for a breakdown of the different foodservice channels.



8.5 SUPPLY CHAIN IN SURABAYA AND BALI

Surabaya

Retailers in Surabaya source their food and drink products from local major distributors and importers. Surabayan players leverage main port hubs such as Surabaya's Tanjung Perak as well as the large presence of sub-distributors available in this city. Industry sources suggest that another common practice involves Surabayan players assigning an importer based in Jakarta and a major distributor based in Surabaya. Some Surabayan distributors have permission to sell and distribute products, but they do not always have permission to import directly to Surabaya. Likewise, some importers in Jakarta are not necessarily allowed to sell products and trade accordingly, but they do count with the appropriate import permits to bring food and beverages from overseas.

The retail landscape in Surabaya follows trends in Jakarta. Although independent small grocers hold a significant portion of sales share of food and beverages, supermarkets have been an expanding channel in Surabaya. Consumers, particularly within higher-earning socioeconomic groups, are increasingly opting for grocery shopping at supermarkets due to product range availability, freshness, and food safety concerns. COVID-19 implications have further strengthened this trend in Surabaya as local consumers believe supermarkets are more likely to implement the necessary safety measures. Like Jakarta, Surabaya is also witnessing an increased demand for e-commerce trade, driven by the busy lifestyles of Surabayan residents and improving transport and city connectivity.

Bali

Balinese retailers and foodservice players typically have a major distributor or importer based in Jakarta. Industry sources suggest that most food and beverage products come from Jakarta, and sometimes from Surabaya. Trade between Jakarta and Bali is very common as many national distributors or key importers based in Jakarta have local offices in Bali to cater to the demand in that area. Nevertheless, local Balinese players have suggested that it is preferable to deal directly with major distributors or importers based in Bali. Some foreign goods can arrive directly in Bali or other nearby import hubs; however, this is not always possible. From a cost perspective, Balinese retailers and foodservice players prefer to import products directly and through as few intermediaries as possible in order to obtain competitive product pricing.

Modern retail channels have experienced growth in Bali, particularly within the middle- and upper-income-earning consumer groups. Convenience stores have seen an expansion in the area, and supermarkets and hypermarkets are also common destinations. Tourists, expats and households from higher-earning socioeconomic backgrounds often visit these retailers. These retailers are known for selling a wide selection of imported food and drinks.

8.6 CHALLENGES AND OPPORTUNITIES

For importers and major distributors, a key challenge in the supply chain is the procurement process itself. Indonesian importers and major distributors often need to obtain different approvals, certifications and registrations prior to bringing products to Indonesia. These processes can be lengthy and complex.

Due to the involvement of multiple players in the supply chain, some Indonesian retailers also face issues such as deterioration of product quality due to transport and storage limitations and requirements to maintain stock levels. Lengthy communication and ordering processes can be a challenge for some retailers as modern and traditional retailers often do not communicate or order directly through the major distributors, with their main point of contact being wholesalers and sub-distributors, adding time to reordering of product stock. This often leads to retailers facing "out-of-stock" issues. These issues are particularly applicable for distant regions and within the cross-island market.

Modern retailers such as hypermarkets and supermarkets tend to have strong internal distribution networks, particularly within major Indonesian cities such as Jakarta, Bandung, Bali and Surabaya. Foreign brand manufacturers within modern retail can leverage these connectivity advantages from their retail partners to reach a wider market that goes beyond the main city areas. Similarly, connective and logistical infrastructure projects are a key focus for the Indonesian government, with ongoing projects expected to improve the logistics and transportation capabilities of the country.



9. Regulatory Overview

- 9.1 Introduction
- 9.2 Import Procedures
- 9.3 Challenges and Opportunities
- 9.4 Ports of Entry

9. REGULATORY OVERVIEW

9.1 INTRODUCTION

There are multiple stakeholders, requirements and processes involved in the successful entry of food and beverage products to the Indonesian market. Indonesia is known to be a country with plenty of room for opportunity within the food and beverage sector. However, foreign brand manufacturers are often unsure of the key considerations and steps to take when looking to export to Indonesia. The Indonesian government plays a vital role in the import process, with multiple agencies being actively involved and responsible for issuing important requirements such as product registrations, import permits, halal certifications, etc.

There are several pre-shipment and post-shipment controls involved in the import process in which the manufacturer, its products, and operations and manufacturing processes are carefully assessed to ensure trade requirements are met. Both foreign brand manufacturers and local importers and distributors have important responsibilities within the import process. **Australian exporters must find an Indonesian importer or major distribution partner to introduce their products to the Indonesian market.** Importers and major distributors have key responsibilities for obtaining the required certifications and registrations. They also provide more technical information to exporters such as certifications required in the country of origin, business operations requirements, category-specific certifications and auditing, etc.

Relevant Indonesian Stakeholders

The Indonesian government bodies (shown below) are key stakeholders involved in the import process for food and beverage products.

- National Agency of Drug and Food Control (BPOM)
- Ministry of Trade (MOT)
- Directorate-General of Customs and Excise, Ministry of Finance (MOF)
- Ministry of Agriculture (MoA)
- Indonesian Halal Product Assurance Agency (BPJPH)

These Indonesian government bodies are profiled and discussed in Section 10 of the report.



9.2 IMPORT PROCEDURES

9.2.1 PRE-SHIPMENT: OVERVIEW

The process for exporting food and beverages to Indonesia is divided into three different phases. The first phase is called the “Pre-shipment Phase”. This phase is the first and most important one, as it entails multiple certification and registration procedures that are required by the Australian and Indonesian governments so that products can meet import requirements and therefore be fully cleared to be transported to Indonesian land.

Finding the Right Partner

One of the first steps that needs to be taken by an Australian exporter looking to send their goods to Indonesia is finding a registered importer and/or major distributor based in Indonesia. Importers and major distributors have the responsibility of obtaining the different permits required as well as registering the goods with BPOM. Support in finding the right distribution partner can be offered by Austrade, the Australian Embassy in Jakarta and Consulate-Generals in Bali, Surabaya and Makassar. It is therefore very important that Australian exporters carefully assess the different importers and major distributors available and establish a partnership where communication and trust can be ensured.

Other key considerations when partnering with an Indonesian importer and/or major distributor:

- ✓ Wide retail and distribution network
- ✓ Existing contacts and established relationships with respective government agencies
- ✓ Distribution and logistics know-how
- ✓ Experience distributing relevant product categories
- ✓ Strong understanding of effective Indonesian marketing and advertising practices
- ✓ Capability and experience guiding and teaching exporters in local business practices

Meeting Australian Government Export Requirements

Depending on the product category that is being exported, this phase may involve auditing, checks and registration of products in the country of origin. For example, for Australian meat and dairy products, an **Export Establishment Registration** is required by the Australian Department of Agriculture, Water and Environment during the pre-shipment phase.

As part of the export establishment registration, the export facility must be approved both by DAWE and the Indonesian Ministry of Agriculture (MoA). Once approved by DAWE, the export establishment must seek registration with MoA through DAWE. The application is audited by DAWE and submitted through the Australian Embassy in Jakarta to the MoA. The MoA then undertakes a desk audit. If the application passes the desk audit, then it may proceed to an in-country audit by MoA auditors. This process is applicable for certain products such as meat and meat products. For dairy products, passing the desk audit is the only requirement, if the facility has a history of exports to other countries. All phases of the audit attract fees.

The registration of an establishment is required for certain product categories in order to ensure the following:

- ✓ The facilities available are fit for the purpose of preparing, handling, storing and/or inspecting products for export.
- ✓ Appropriate hygiene and the necessary measures to produce the goods according to trade description and other requirements applicable to a given commodity are maintained.
- ✓ The goods comply with importing country requirements.

Exporters are responsible for identifying and meeting any product-specific pre-shipment requirements by the Australian government.

For further information on Export Establishment Registration and other pre-shipment requirements by the Australian government, please visit the following official government websites.

- Export Website – Department of Agriculture, Water and Environment (DAWE):
www.agriculture.gov.au/export
- Export Establishment Registration Fact Sheet:
www.agriculture.gov.au/export/from-australia/documentation-registration-licensing/establishment-registration-fact-sheet#what-is-an-export-establishment

Meeting Indonesian Import Requirements

Besides meeting Australian export requirements, exporters must also meet Indonesia's import requirements. This phase involves the acquisition of documents required by Indonesian government agencies which can be a lengthy, and at times complex, process. However, it is the importer and major distributor's role to take the lead in the acquisition of the relevant certifications as well as the registration of foreign products. Australian exporters are advised to ensure optimal communication with their local partner is achieved, as this can help prevent any delays and misunderstandings in the process.

Australian exporters can refer to the following DAWE guide to importing country requirements for further information: www.agriculture.gov.au/export/micor

Below is a list of the pre-shipment import requirements by Indonesian government agencies that importers and major distributors are generally required to obtain:

- Halal Certification
- Meeting Labelling Requirements
- Product Registration with BPOM
- Entry Permit (SKI)

Sections 9.2.2, 9.2.3, 9.2.4, and 9.2.5 of the report will provide more detailed information on each of these processes and requirements.



9.2.2 PRE-SHIPMENT: HALAL CERTIFICATION

Indonesia is the country with the largest Muslim population in the world. **Halal Certification** is an important requirement for most food and beverage products in Indonesia. Currently, the Indonesian food and beverage sector is witnessing a transition from a non-government halal certification process to a standardised and single national regulatory scheme that will require that all products distributed and sold in Indonesia meet the halal certification requirements.

In 2014, Law No. 33 was introduced. This law involved the establishment of a new government body within the Ministry of Religious Affairs, called the **Halal Product Assurance Agency (BPJPH)**. This government agency is responsible for implementing and overseeing a new halal registration and certification system. There are also other bodies such as the **Indonesian Ulama Council (MUI)** and **Lembaga Penjamin Halal (LPH)** which are important stakeholders and decision-makers involved in all halal applications.

Currently, Australia does not have an equivalent entity to Indonesia's BPJPH, which is why a new government initiative is being examined and progressed to establish the domestic architecture need to meet Indonesia's Halal certification requirements. **Architecture to determine the official and final structure of the Halal Certification process is yet to be put in place to support progression of applications.** BPJPH is currently engaging with the Australian Government to identify such an approach.

The halal certification process, although still being revised and developed, involves a set of steps to be taken. Below is a summary of the different steps and documents that may be required during the halal certification process:

Halal Certification Process

1. Halal application to BPJPH
2. Document verification by BPJPH
3. BPJPH appoints specific LPH to conduct audit and testing
4. LPH performs halal audit/test conducted by the Halal Auditor
5. BPJPH accepts and verifies audit/test result
6. MUI assesses BPJPH verification results through a fatwa hearing to determine the halal suitability of a product
7. MUI decides to determine whether the product is halal
8. Halal Certificate is issued by PBJPH

Main Requirements

- ✓ Main Business Number (NIB)
- ✓ Halal Supervisor information
- ✓ Product name and type
- ✓ List of products and materials utilised
- ✓ Information on product processing
- ✓ **Halal Assurance System (HAS)** documentation

Halal Assurance System (HAS)

The implementation of a Halal Assurance System (HAS) is one of the key requirements for obtaining halal certification. Brand manufacturers are expected to implement the HAS before applying and registering of products in the halal certification process. Below is a non-exhaustive list of requirements to consider when implementing a Halal Assurance System:

✓ Halal policy	✓ Written standard operating procedure (SOP) for critical activities
✓ Halal management team	✓ Traceability
✓ Training	✓ Description of how non-compliant products are destroyed
✓ Meet product materials requirements	✓ Internal audit
✓ Meet overall product requirements	✓ Management review systems
✓ Production facility	

There is currently a 5-year transition period for halal certification for goods that are listed in halal regulations. Existing halal certifiers for meat exports in Australia remain valid during this transition period. The list of approved certifiers can be found on the DAWE website.

Exporters are highly advised to visit the official Indonesian and government websites for further information on the halal certification process, product-specific requirements and information on the halal assurance system.

Australian exporters are also recommended to reach out to Austrade and DAWE for advice and further information on halal certification.

For further information on Halal Certification, please visit the following official government websites or refer to the following documents:

- Halal Product Assurance Agency (BPJPH); www.halal.go.id/layanan/sertifikasi
- E-Halal Registration – Indonesia Ulema Council (MUI). dev.dagor.in/halalmui/main/page/pendaftaran-e-halal

9.2.3 PRE-SHIPMENT: LABELLING REQUIREMENTS

Imported food and beverage products to Indonesia are required to meet minimum labelling requirements. Government regulation No. 12/2012 and regulation No. 13/2012 on food labels and advertisements lay out all specific labelling requirements. According to this government regulation:

1. Any company producing or importing packaged food to Indonesia for trade should include a label on, inside or within the packaging of the product.
2. The labelling should not be easy to remove or break, should not be prone to fading, and should be located in a spot where it is easy to notice.
3. The label must be written or printed using Indonesian language, Arabic figures, and Latin letters, and it shall be clear/easy to read.
4. **Product labelling must include the following basic product information:**
 - ✓ Name of the product(s)
 - ✓ List of ingredients – in the form of a list, beginning with the ingredient that has the largest proportion. The naming of each ingredient shall follow the Indonesia National Standard (Standar Nasional Indonesia – SNI) guidelines
 - ✓ Net weight, net volume, or net content in metric units. Labelling that includes portion per packaging should include net weight or net content of each portion
 - ✓ Name and address of the manufacturer or importer; and
 - ✓ Date of expiration, written in the format “Baik Digunakan Sebelum” (“Best Before”).
5. Depending on the product category to be imported to Indonesia, **product labelling may also be required to include the following information:**
 - ✓ Storage conditions and directions for use
 - ✓ Information on the nutritional content of food. Where applicable, this is to be accompanied by a declaration of any vitamins, minerals and/or other kinds of nutritional supplement present in the food. The nutritional content shall be displayed in the following order:
 - Total volume of energy, with specifications based on amounts of energy derived from fat, protein, and carbohydrates
 - Total volume of fat, saturated fat, cholesterol, carbohydrates, fibre, sugar, protein, vitamins and minerals
 - ✓ Distribution license number
 - ✓ Halal logo (if applicable)
 - ✓ Registration number
 - ✓ Allergens
 - ✓ Health risk information for products containing sugar, salt, and/or fat in quantities that can lead to non-communicable diseases.

6. Other product-specific labelling requirements may include:

- ✓ Swine-derived products to include a “Mengandung Babi” (“Contains Pork”) label, enclosed in a red rectangle
- ✓ Alcohol content (if applicable)
- ✓ Preparation instructions (if applicable)
- ✓ Food that is derived from genetic engineering methods must mention this in the label with the following wording, “Pangan Rekayasa Genetika” (“Genetically engineered food content”).

Product Claims

Product claims are assessed in detail during product registration with BPOM. Indonesian agencies are known to be strict when reviewing these, particularly with those concerning generic health-related claims and benefits. Statements and claims made need to be supported by scientific fact/evidence.

Processed food products may include the following types of claims:

- **Nutrition Content Claims:** Includes claims for nutrient content and comparative claims;
- **Health Claims:** Includes claims for the function of nutrients, claims for other functions, and claims for reducing the risk of disease;
- **Other Claims:** Includes claims of being isotonic, or sugar-, lactose- or gluten-free.

Nutrition content claims that are allowed are claims regarding energy, protein, carbohydrates, fat, vitamins and minerals and their derivatives as set out in the Nutrition Label Reference. Health claims that are allowed include nutrition function claims, other function claims, and claims as to the reduction of risk of disease. If a manufacturer or the distributor wishes to make nutrition content and/or health claims that differ to those permitted under the Nutrition Content and Health Claims regulations, the manufacturer or the distributor must submit them to BPOM for review.

Brand manufacturers are also **prohibited** from making certain statements, or including certain images, logos, claims, and/or visualisations in their packaging. Below are some examples of such prohibitions:

1. Statement that processed foods contain a type of nutrient superior to other processed foods that are not in accordance with statutory provisions;
2. Statement that processed foods can cure;
3. Statement of any kind that the food in question can function as a medicine;
4. Statement that processed foods can increase intelligence;
5. Statement of excellence regarding processed food if the excellence is not entirely derived from the processed food but comes partly from other processed food which can be consumed with it;
6. Statement regarding the absence of a component which naturally does not exist in the processed food, unless there is supporting data/general standards of processed food that contain that component;
7. Statement that the processed food is free of a certain material when it contains that material either accidentally or as an ingredient/compound;

8. Writing or drawing that suggests that a synthetic food material came from nature;
9. Name, logo or identity of the institution that is able to train, provide recommendations and/or conduct an analysis of the food;
10. Pictures or information relating to health workers, religious leaders or public officials, or people acting as health workers, religious leaders, or public officials;
11. Names and pictures of figures that have become public property, except with permission from the person concerned;
12. Statement or information that directly or indirectly denigrates the goods and/or services of other parties;
13. Information, writings or drawings that pertain to certain ethnic groups, religions, races and/or groups;
14. Information regarding sweepstakes, competitions, prizes, and any writing or picture that does not comply with the approved label;
15. Statements, writings, or other images that contradict and are prohibited by statutory provisions;
16. Information that gives rise to images/perceptions that are contrary to the norms of decency, ethics, or public order;
17. A statement that the consumption of processed food can meet the needs for all nutrients;
18. Information that states processed food is a tonic, because the processed food contains alcohol, sugar or other carbohydrates, protein, caffeine, or substances derived from protein hydrolysis or purine derivatives. The word “tonic” can only be used if it is the name of the type of processed food in accordance with the food category;
19. Logos or other information not related to processed food;
20. Statements that the processed food is created using modern/the latest technology or similar statements whose veracity is influenced by time;
21. Nutrition claims, health claims, and other claims on labels for processed foods intended for infants;
22. Claims of other functions, claims for reducing the risk of disease, and claims of no added sugar to processed foods intended for children aged 1-3 years;
23. Statement/visualisation that illustrates that condensed milk and its analogues are presented as a single dish in the form of milk drinks and as the only source of nutrition;
24. Statement/visualisation that solely displays children under 5 (five) years of age on the label of condensed milk and its analogues;
25. Statement/visualisation that describes the designation for certain groups on general processed food;
26. Information on no food additives other than as stated in Article 24; including use and/or inclusion of the type of food additives, statement or information such as “Free of additives”, “Not using food additives”, “Not adding additives”, “No additives”, “Does not contain additives”, or the equivalent.

For further information on labelling requirements, please visit the following official websites:

- Food Label – FAQs (BPOM):
standarpangan.pom.go.id/help-center/bantuan/frequently-asked-questions/label-pangan
- Export Markets – Indonesia (Austrade):
www.austrade.gov.au/Australian/Export/Export-markets/Countries/Indonesia/Doing-business/Tariffs-and-regulations



9.2.4 PRE-SHIPMENT: PRODUCT REGISTRATION (BPOM)

The registration of imported products with BPOM is one of the most important steps in the import process. The registration of processed food and beverage products is meant to ensure that these products comply with safety, quality, nutrition and labelling regulations in Indonesia. There are three types of registrations: new product registrations, variation registrations and re-registrations. The in-country importer or distributor is responsible for registering the product and ensuring that all relevant requirements are met by the brand manufacturer.

Food and beverage products may be assessed differently depending on the level of risk these products. BPOM has established the following risk levels of product types in order to ensure the following processes are followed:

- **High Risk** – Foods for particular groups, or particular diets;
- **Medium Risk** – Most foods, where there is a requirement to include nutritional information, or there is a health or nutritional claim in labelling, or any of a broad range of common ingredients, or where additives are included;
- **Low Risk** – Foods that contain a specific group of additives (such as MSG) that are not covered by the Medium Risk category;
- **Very Low Risk** – A range of additive-free products such as flour, cooking oil, packaged sugar and cocoa powders.

Registration timelines may vary depending on the product category involved as well as the assigned risk level. It is estimated that **6–12 months is the standard processing time for product registrations**.

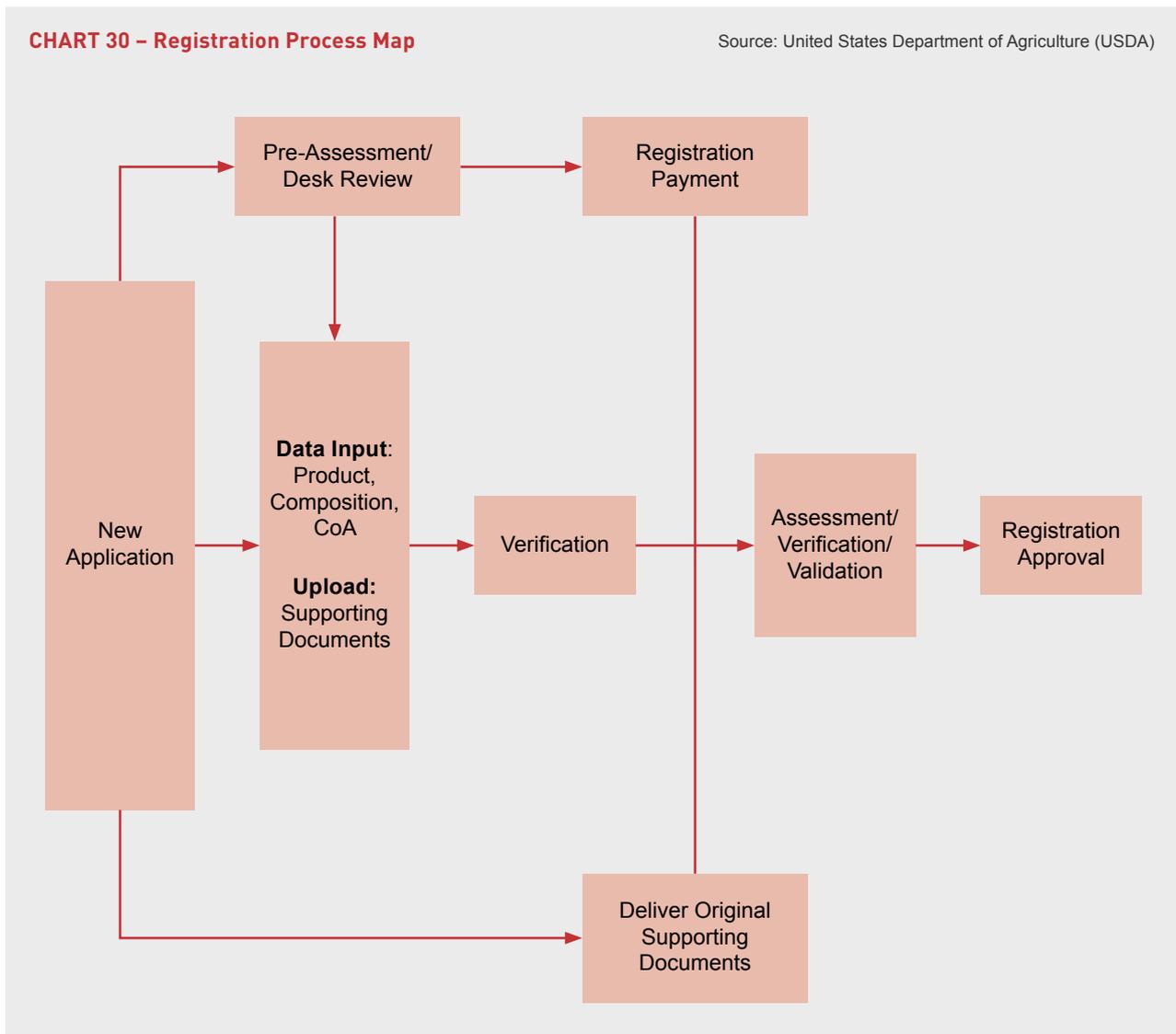
Registration Process

As previously mentioned, the registration process may vary depending on the product category and its risk level. There are two different types of procedures for registration of food and beverage products.

General registration process: This is a process that importers, distributors and brand manufacturers of higher risk products will need to follow for registering their goods with BPOM. Although new applications under the general registration process still require following the online registration system, businesses are also required to provide physical copies of key documents such as a letter of appointment (LoA), a free sale certificate (FSC) and laboratory test results, among others. After the application has been pre-approved by the general registration process, importers and distributors can then initiate the e-registration process. The general registration process is estimated to take at least six months processing time until final registration approval.

E-registration process: This is a process that applies to importers, distributors and brand manufacturers of lower-risk products. Most of the registration requirements and processes can be completed online through the online system (e-reg). Due to its digital nature, this process can take between 4-6 months until final registration approval.

Chart 30 below provides a summarised view of the sequence of events within the general product registration process.



Product Registration Requirements

Administrative Requirements

- ✓ Importer Registration Number (API) or Trade Business Licence (SIUP)
- ✓ Audit results of distribution facilities
- ✓ Letter of Appointment/Authorisation from manufacturer
- ✓ Letter of Agreement/Contract
- ✓ GMP/HACCP/ISO 22000 certificate
- ✓ Health Certificate/Free Sale Certificate

Technical Requirements

Requirements for determining risk levels

- ✓ Information on target consumer
- ✓ Information on certain manufacturing processes: organic, irradiation, genetic engineering and product handling
- ✓ Information on frozen or chilled storage
- ✓ Labelling claims (health, functional nutrition, other functional claims, nutritional content, comparative nutrition claims, etc.)
- ✓ The use of food additives which have a determination in the average daily intake/ maximum usage
- ✓ Certain raw materials

Requirements for risk level assessments

- ✓ Food composition: list of ingredients, including food additive information
- ✓ Laboratory test results (where applicable)
- ✓ Information on complete production process
- ✓ Shelf life information
- ✓ Information about production codes
- ✓ Label design (in colour)
- ✓ Product picture which shows information on the label
- ✓ Certificate of analysis

Other requirements

- ✓ Trademark Certificate (for product with TM and/or ® logo on the label)
- ✓ Product Certificate of Indonesia National Standard (SNI) (for SNI-mandatory products or products that have SNI logo on the label)
- ✓ Organic Certificate (for organic products that have an organic logo on the label)
- ✓ Information on Food Irradiation (for irradiated products)
- ✓ Halal Certificate for product with Halal logo on the label
- ✓ Other supporting documents

Exporters are strongly advised to contact their local importers or distributors to discuss specific product registration requirements depending on the nature of the goods being exported. Similarly, it is advised that both importers and Australian manufacturers maintain close communication with BPOM to ensure clear understanding of product-specific processes, requirements and timelines.

For further information on product registration, please visit the following official websites:

- [Processed Food Registration Guide \(BPOM\)](#)
- [Product Registration Process - FAQs \(BPOM\)](#)

9.2.5 PRE-SHIPMENT: ENTRY PERMIT (SKI)

Importers and major distributors are required to obtain an entry permit, also known as Surat Keterangan Impor (SKI) for all food and beverage products exported from Australia to Indonesia. This is an important document that needs to be obtained during the pre-shipment phase in order for the relevant products to be cleared by customs. Applications for SKIs can be made through BPOM's online application system. BPOM can provide priority services. However, the allocation of such services depends on a positive historical record of performance by importers. In order to request a SKI, **imported food and beverage products must still have at least two thirds of shelf life remaining at time of import.**

Main Requirements

- ✓ Application letter for raw material, food additive and food product import
- ✓ Product specification for raw material, food additive and food product import
- ✓ Declaration letter with seal Rp. 6,000 for raw material, food additive and food product import
- ✓ **Certificates**
- ✓ Payment bank receipt for non-tax revenue



Certificates Required (Food Products)

As mentioned in the previous Main Requirements section, the SKI application will also require submission of relevant product and company certificates. The number and type of certifications required may depend on the product category. Certificates that may be required are as follows:

- ✓ COA from producer (per batch) or from accredited laboratory and valid for 12 months
- ✓ GMO Certificate for product from processed soybean, corn, tomato and potato
- ✓ Certificate of 3-Monochloro Propanediol (3-MCPD) analysis for hydrolysed vegetable protein, isolated protein and soy sauce
- ✓ Certificate of origin
- ✓ COA of aflatoxin for nuts products
- ✓ Halal Certificate for product that claims “halal” on the label
- ✓ COA of formalin for products suspected to contain formalin
- ✓ COA of melamine for a food additive (ammonium bicarbonate), raw material (dairy, flour, vegetable protein, egg and egg products) for products suspected to contain melamine
- ✓ COA of chloramphenicol for honey
- ✓ COA of Sudan Red for oleoresin capsicum
- ✓ Recommendation letter (SRP) from MoA for products of animal origin
- ✓ Copy of **registration approval letter** with valid ML number, label and approved packaging
- ✓ Letter of cooperation between importer and freight forwarding
- ✓ Document stating the production date or expiry date (show the original)
- ✓ Document stating the batch number/lot number/production code
- ✓ Supporting importation documents (Airway Bill or B/L, Invoice, Packing List)

For further information on product registration, please visit the following official websites:

- Procedure (click [here](#) for link) – Import Certificate (SKI) (BPOM)



9.2.6 DURING SHIPMENT

The second phase of the import process involves ensuring that final pre-shipment checks are completed as well as ensuring that all relevant documentation is in order before the departure of goods. There are two additional steps that are usually taken during this phase, where both importers and foreign brand manufacturers have important responsibilities.

Pre-Shipment Inspection and Surveyor Report

Some food products are required to have pre-shipment inspections. Importers and brand manufacturers are responsible for checking if their products' HS codes are listed in the list of 215 HS codes that require a pre-shipment inspection. This inspection is conducted by **Kerjasama Operasi Sucofindo-Surveyor Indonesia** (KSO SCISI, joint operation Sucofindo-Surveyor Indonesia, the state owned surveyor assigned by the MOT).

Once the importer or major distributor receives the pro forma invoice from the supplier, importers and major distributors apply for a Verification Order online. Importers can access the online application system via app-vpti.com/imp/. By making such an application, KSO Indonesia is notified that a pre-shipment inspection is required before departure of goods. Inspection fees may apply. KSO Indonesia typically has a branch office in each country and it is from this office where a KSO representative is dispatched to the supplier's warehouse to see if the respective food product is suitable for import.

After the Verification Order is issued, the brand manufacturer is notified by email that the product inspection has been confirmed. The supplier will then be required to fill out a form to arrange the date and time of the pre-shipment inspection. The inspection date is often determined once the date of departure has been arranged by the importer, brand manufacturer and transport company. Pre-shipment inspections tend to happen on the day of departure. The result of inspection, also referred to as Physical Inspection Result (PIR), is then sent to KSO Indonesia for issuance of the Surveyor Report (LS, Laporan Surveyor). The Surveyor Report is a mandatory requirement for obtaining customs clearance in Indonesia.

Customs Notification

Brand manufacturers and importers are responsible for notifying the respective customs authorities of the incoming goods, sending in advance all relevant documentation such as final invoice, final packing list, bill of lading, airway bill, certificate of analysis and surveyor report, among others. **Australian exporters are advised to discuss specific customs notification requirements with their local importer or major distributor.**

9.2.7 POST-SHIPMENT

The post-shipment phase is the last hurdle in the Indonesian import process for food and beverages. This phase often includes arrival procedures such as revision of import documentation as well as quarantine for particular HS codes or food product categories. The last stage of post-shipment controls involves customs clearance and is overseen by the Directorate-General of Customs and Excise, an agency within the Indonesian Ministry of Finance.

Initial Arrival Checks and Quarantine

Once the imported goods arrive at an Indonesian port, customs officials are in charge of ensuring that all documentation needed has been received with the goods. Customs officials will also verify whether there are any import duties to be finalised by the brand manufacturer or importer; import duties may vary depending on factors such as product HS codes and country of origin, among others.

Quarantine may be required for some product categories including some meat and animal-based products. The respective government agency will conduct quarantine checks which involve the physical and document examination of the goods. Similarly, some laboratory tests of products and further sample analysis may be required.

Customs Clearance Process

All imported food and beverage products must go through Indonesian customs clearance. The Ministry of Finance, through its Directorate-General of Customs and Excise, is responsible for the clearance of the imported goods.

Depending on the products' HS codes or category, customs clearance processes may vary. There are three channels or lanes during the clearance process:

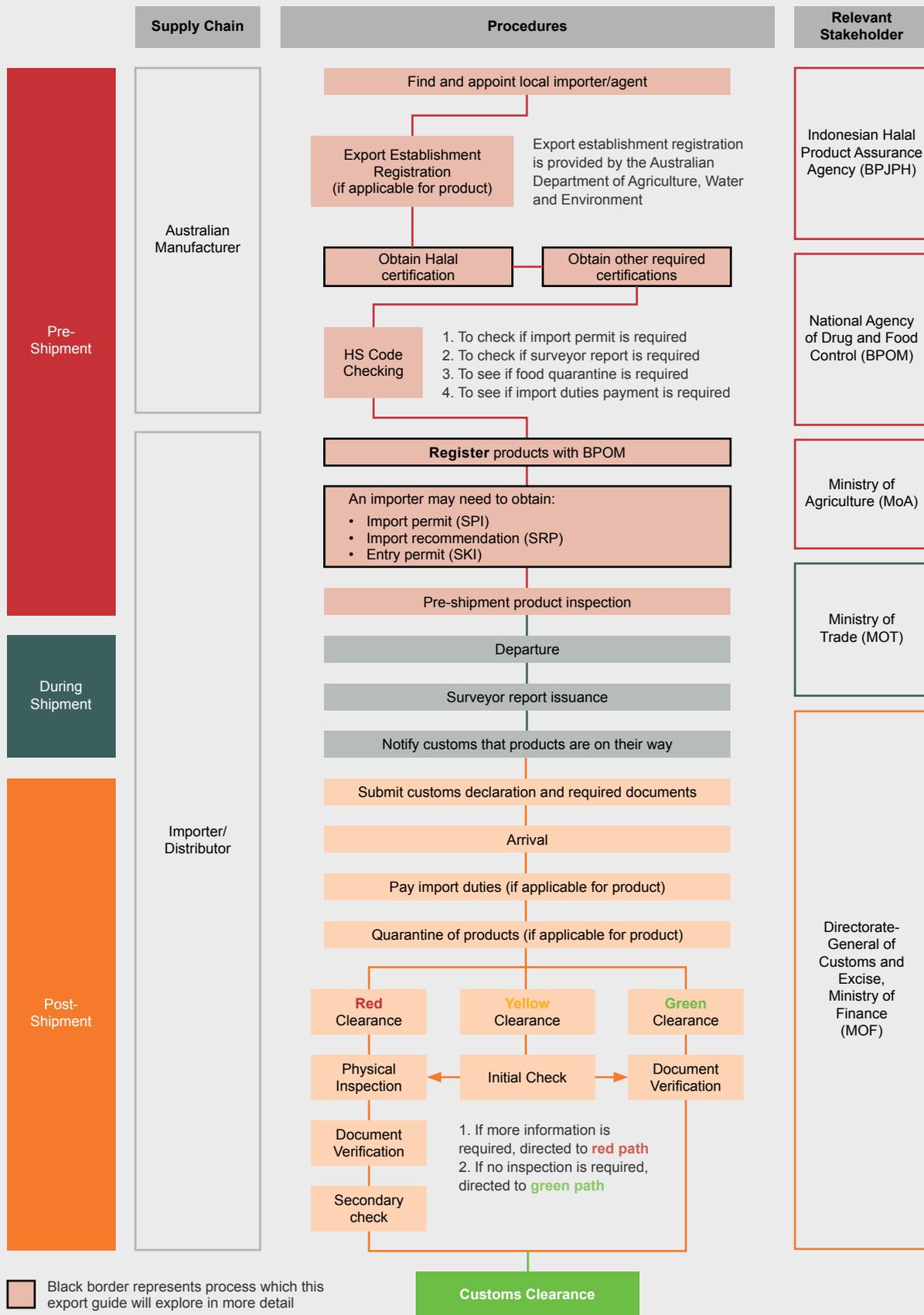
RED LANE	This type of clearance often involves different documentation checks and physical inspections. Higher-risk commodities, incoming goods from high-risk countries, selected re-import goods, and goods brought in by new importers are often cleared through the red lane. Approximately 30% to 100% of all imported goods may require inspection when going through red clearance;
YELLOW LANE	The yellow clearance lane involves an initial check point for documents and goods. Not all imported goods might be required to be inspected. Approximately 20% of all goods might require physical inspection and further checks. Commodities from high-risk importers that are considered low risk as well as medium-risk commodities are often cleared through yellow clearance;
GREEN LANE	Imported goods going through green clearance are not required to undergo physical examination and the customs office only verifies customs documentation.

For further information on the Indonesian customs clearance process, exporters are advised to communicate their queries to the Directorate-General of Customs and Excise, Ministry of Finance.

9.2.8 SUMMARY OF IMPORT PHASES

CHART 31 – Import Procedures Map

Source: Euromonitor International internal data from desk research and trade interviews



9.3 CHALLENGES AND OPPORTUNITIES

Exporting food and beverage products to Indonesia has its obstacles. Some of the required certifications and registration procedures can be very lengthy and may involve further documentation required by multiple government agencies. Pre-shipment procedures are known to be particularly lengthy and complex, with product registration being a typical hurdle for exporters. Furthermore, issuance of required import certifications and registrations might partially depend on the level of connection and relationship that local importers and distributors may have with Indonesian government agencies. Industry sources suggest that strict regulation and complex import procedures are key challenges that exporters face when entering the Indonesian food and beverage market.

The Indonesian food and beverage market is known to reward those brand manufacturers (exporters) that persevere, as the growing demand for imported and premium products continues to open new opportunities that can materialise in substantial market share. Although import procedures can take some time to finalise, major distributors typically have expansive networks that can facilitate smooth introduction of products in key retail channels. Growing demand from large Indonesian cities and increasing appreciation for foreign cuisine and culture enable distributors to have conversations with retailers on new product launches. Distributors and importers may also assist exporters with marketing and advertising know-how that is required to educate Indonesian consumers on the unique selling propositions and benefits of imported products.

9.4 PORTS OF ENTRY

Indonesia currently has over 100 commercial ports that are operated by state-owned organisations. These ports support trade and commerce with cross-island markets as well as with Indonesia's major international trade partners such as China, Singapore, Japan, Thailand and South Korea. Indonesia is known to have a limited number of large-scale container ports that can receive arrivals from trans-oceanic vessels.

Nevertheless, Indonesia does have major port hubs available across the archipelago. The international terminal of Tanjung Priok Port is Indonesia's biggest port. It is equipped and has capacity for large trade with containers and it is supported by efficient transport, technology, storage and logistics solutions. It is estimated that over 70% of the country's container exports and imports go through Tanjung Priok Port, making it the most common destination for international trade activity.

Table 33 below provides a list of key ports across the country:

TABLE 33 – Summary of Main Indonesian Ports

Name of Port	Location
Pelabuhan Tanjung Priok	Jakarta, Greater Jakarta Area
Pelabuhan Tanjung Perak	Surabaya, East Java
Pelabuhan Tanjung Emas	Semarang, Central Java
Pelabuhan Belawan	Medan, North Sumatra
Pelabuhan Ujung Pandang	Makassar, South Sulawesi
Pelabuhan Balikpapan	Balikpapan, East Kalimantan



10. Stakeholders

- 10.1 Australian Industry and Government Bodies
- 10.2 Indonesian Government Bodies
- 10.3 Distributor and Importer Profiles

10. STAKEHOLDERS

10.1 AUSTRALIAN INDUSTRY AND GOVERNMENT BODIES



1

AUSTRALIAN
FOOD &
GROCERY
COUNCIL

Australian Food and Grocery Council (AFGC)

Founded in 1995, the Australian Food and Grocery Council is an industry association that has been helping member companies and the food and grocery supply industry to sustain Australia. Its vision is for a thriving and trusted industry that delivers jobs, economic growth and helps people to live well.

Address: Unit 5G, 65 Canberra Avenue, Griffith ACT 2603

Tel: +61 2 6273 1466

Homepage: www.afgc.org.au/

2



Australian Government

Department of Agriculture,
Water and the Environment

Department of Agriculture, Water and Environment (DAWE)

The Department of Agriculture, Water and Environment's objective is to protect and strengthen Australia's agriculture, water resources, the environment and its heritage. DAWE also works across vast and valuable resources in terms of Australia's land and water. DAWE provides grants, investment, financial assistance, information assistance and tax concessions.

Address: John Gorton Building, King Edward Terrace, Parkes ACT 2600

Tel: 1800 803 772

Homepage: www.awe.gov.au/

3



Australian Government

Australian Trade and Investment Commission

Australian Trade and Investment Commission (Austrade)

The Australian Trade and Investment Commission – Austrade is Australia's leading trade and investment agency. Austrade helps attract investment to Australia, support new industries, enhance existing ones, and bolster research and development - strengthening global supply chains, creating local jobs and boosting the economy.

Austrade has over 80 offices around the world. Exporters and importers are recommended to reach out to their local office: www.austrade.gov.au/International/How-Austrade-can-help/offices

Homepage: www.austrade.gov.au/

AUSTRALIAN STAKEHOLDERS BASED IN INDONESIA

4 Trade & Investment Queensland

Address: AIA Central, 23rd Floor, Jl. Jend. Sudirman Kav. 48A., Jakarta - 12930

Tel: +62 21 3111 6133

Homepage: www.tiq.qld.gov.au

5 Government of Western Australia

Address: World Trade Centre II, 18th Floor, Jl. Jenderal Sudirman Kav. 29, Jakarta - 12920

Tel: +62 21 2952 2659

Homepage: jtsi.wa.gov.au/

6 Global Victoria

Address: World Trade Centre 1, Level 8, Metropolitan Complex, Jl. Jend. Sudirman Kav, 29-31, Jakarta - 12920

Tel: +62 21 521 1213

Homepage: global.vic.gov.au/

10.2 INDONESIAN GOVERNMENT BODIES

There are several Indonesian stakeholders involved in the process of exporting goods to Indonesia. These stakeholders have different responsibilities that may involve issuance of relevant import permits, certifications, product registrations and customs clearance, among others. It is very important that exporters understand the different players in the import process in order to use these as a resource for official import information, while also being guided by the relevant local importer or distributor.

1



National Agency of Drug and Food Control (BPOM)

The National Agency of Drug and Food Control, also known as BPOM, is responsible for overseeing the registration process of foreign food products and beverages, as well as issuing permits such as entry permit (SKI) and ensuring food safety control.

Address: Jalan Percetakan Negara Nomor 23, Jakarta - 10560

Tel: +62 21 424 4691 / 4288 3309 / 4288 3462

Homepage: www.pom.go.id/new/

2



Ministry of Trade (MOT)

Indonesia's Ministry of Trade ensures import regulations are followed, with the responsibility of issuing initial permits such as the import permit (SPI) to importers and distributors looking to bring processed foods to Indonesia.

Address: M. I. Ridwan Rais Road, No. 5 Jakarta Pusat - 10110

Tel: +62 21 385 8171

Homepage: www.kemendag.go.id/id

3



Directorate-General of Customs and Excise, Ministry of Finance (MOF)

The Ministry of Finance, through the Directorate-General of Customs and Excise, oversees customs clearance of imported products as well as post-market control of imported goods. The ministry also collects any required import duties and taxes.

Address: Jl. Jenderal A Yani (Bypass) Rawamangun, Jakarta Timur - 13230

Tel: Call Centre 134

Homepage: www.beacukai.go.id/

4



Ministry of Agriculture (MoA)

The Indonesian Ministry of Agriculture is also involved in the product registration phase and pre-shipment controls. It has the responsibility for issuing a letter of recommendation for specific processed food categories, particularly those that are animal-derived.

Address: Jl. Harsono RM. No. 3, Ragunan, Jakarta - 12550

Tel: +62 21 7806131

Homepage: www.pertanian.go.id/

5



Indonesian Halal Product Assurance Agency (BPJPH)

The Indonesian Halal Product Assurance Agency is the main organisation responsible for the issuance of Halal Certification for products up for trade in Indonesia, as well as auditing of Halal Assurance Systems.

Tel: +62 21 8087 7955

Homepage: www.halal.go.id/

10.3 DISTRIBUTOR AND IMPORTER PROFILES

With distributors and importers playing key roles in the supply chain, it is important for Australian manufacturers looking to export their products into Indonesia to identify the right partners. As part of this export guide, Euromonitor International was able to compile a list of major distributors and importers for packaged food and soft drinks that are currently based in Indonesia. This list is expected to serve as a starting point for Australian exporters to look at the different services, capabilities, technology and product portfolios currently being offered by these supply chain players. It is worth mentioning that this is a non-exhaustive list and that Australian exporters are encouraged to look for additional potential local partners.

10.3.1 PACKAGED FOOD

1 Interfood

PT Interfood Sukses Jasindo is a local, Indonesian-owned company whose main activity is the importing and distributing of food and beverage products to the retail, wholesale, restaurant, hotel and other markets throughout Indonesia. It is known to have good relationships with modern retail channels.

Year of Establishment: 2002

Headquarters: Jakarta

Product Categories: Snacks, Staple Foods, Cooking Ingredients and Ready Meals

Key Country Partners: Malaysia, Singapore, Thailand and China

Website: interfood.co.id/

2 Nirwana Lestari

Nirwana Lestari has a long track record in the distribution space in Indonesia. It provides sales and distribution services that cover modern retail channels. The company also has a network of more than 30 primary distribution partners, including sub-distributors. Its key retail partner portfolio includes Indomaret, Alfamart and Alfamidi, among others. Nirwana Lestari is also known to provide local insights about best business practices, sales strategies and marketing advice.

Year of Establishment: 1986

Headquarters: Jawa Barat

Product Categories: Snacks, Staple Foods

Key Country Partners: Malaysia, Singapore and Thailand

Website: www.nirwanalestari.com/

3 Kirana Food

PT Kirana Food is known to be a trusted importer and distributor for several international brands. It is known for specialising in the frozen food products category. Its strong reputation is due to its credibility, an extensive distribution network and best logistics practices.

Year of Establishment: 2000

Headquarters: Jakarta

Product Categories: Staple Foods

Key Country Partners: India and Japan

Website: www.kiranafood.com/

4 PT Sukanda Djaya

PT Sukanda Djaya is a well-known manufacturer, importer and distributor of food and beverage products. The company caters to modern retail, traditional retail and foodservice. Sukanda Djaya is known for having large distribution reach benefiting from advanced cold storage technology.

Year of Establishment: 1974

Headquarters: Banten

Product Categories: Snacks, Cooking Ingredients and Meals

Key Country Partners: Canada, India and the US

Website: www.diamondfoodindonesia.com/

5 PT Indoguna Utama

PT Indoguna Utama is known to be a leading distributor of packaged food products, focusing on perishable and beverage products. It has offices in more than six key Indonesian cities and has a good understanding of trade with Australian and New Zealand markets.

Year of Establishment: 1982

Headquarters: Jakarta

Product Categories: Staple Foods, Dairy, Others

Key Country Partners: Australia, New Zealand and the US

Website: www.indoguna.co.id/

6 Inter Buana Mandiri

Inter Buana Mandiri is the sole distributor of leading international packaged food brands. It has a large product portfolio covering most product categories within the packaged food industry. Inter Buana Mandiri is known to provide comprehensive distribution services and prides itself on its good customer service.

Year of Establishment: 1985

Headquarters: Surabaya

Product Categories: Staple Foods, Snacks, Soft Drinks, Cooking Ingredients and Ready Meals

Key Country Partners: India, China, Japan, Others

Website: www.ibmindonesia.com/profile

10.3.2 SOFT DRINKS

1 PT Pandurasa Kharisma

PT Pandurasa Kharisma is a leading importer and distributor of soft drinks in Indonesia. Its distribution network reaches major foodservice players as well as modern retail.

Year of Establishment: 1992

Headquarters: Jakarta

Product Categories: Juices, RTD Coffee

Key Country Partners: Canada and the US

Website: www.pandurasa.com/

2 PT Tirta Buana Indoraya

PT Tirta Buana Indoraya is a soft drinks importer and distributor. The company is known for distributing its products to large retail chains in Indonesia such as Carrefour, Lotte Mart, Indomaret, Guardian, and others. PT Tirta Buana Indoraya is also known to be an expert in the distribution of South Korean products.

Year of Establishment: 2009

Headquarters: Jakarta

Product Categories: Carbonates

Key Country Partners: South Korea, Others

Website: tbindoraya.co.id/

3 PT Kafindo Cita Rasa

PT Kafindo Cita Rasa provides distribution services to international brands within the soft drinks industry. The company has experience working with European and Asian brand manufacturers. It has an extensive network that reaches modern retail, hotels, restaurants, catering and cafés in Indonesia.

Year of Establishment: N/A

Headquarters: Jakarta

Product Categories: Carbonates

Key Country Partners: Italy, Greece, Thailand and Malaysia

Website: www.kafindo.com/

4 PT Anugrah Indo Mandiri

PT Anugrah Indo Mandiri is a leading national distributor of premium food and beverages in Indonesia. The distributor operates across major Indonesian cities with a presence in Bali, Bandung, Batam, Makassar, Medan and Surabaya. PT Anugrah Indo Mandiri has a comprehensive distribution network, covering both traditional retail and modern retail. The company also caters to the foodservice sector as well as the horeca sector.

Year of Establishment: 1978

Headquarters: Jakarta

Product Categories: Juices, Other Soft Drinks, Dairy, etc.

Key Country Partners: US, Europe, Australia, Japan, Others

Website: www.ptaims.com/

11. CONCLUSION AND RECOMMENDATIONS

Indonesia remains an attractive market for exporters despite economic uncertainty arising from the effects of COVID-19. Most food and beverage categories covered in this export guide are projected to see retail and foodservice recovery over the forecast period (2020–2024). Positive long-term macroeconomic conditions are expected to help grow the middle-income population. Similarly, consumer preferences for premium, exotic and healthy products will open opportunities for Australian products. It will be important for potential exporters to identify and appoint an Indonesian import or major distributor to facilitate market entry. Furthermore, potential exporters should leverage the expansion of modern retail and e-commerce to gain exposure and generate awareness.

Identify and Appoint an Indonesian Importer/Major Distributor

Australian manufacturers looking to export their products to Indonesia must find a suitable importer or major distributor based in Indonesia. The Indonesian importer or major distributor will be able to take the lead on the different procedures required as part of the import process. They will be able to serve as a guide and as an important source of information for the Australian exporter. It is important that Australian exporters find a distribution partner that they can trust, that has relevant category experience, and that has established relationships with key stakeholders in the import process. Similarly, Indonesian importers and major distributors will need to have extensive distribution networks and serve multiple channels. It is therefore recommended that exporters assess in detail the existing distribution capabilities of such importers/major distributors and ensure that they meet the exporter's market entry requirements and expectations.

Leverage Expansion of Modern Retail and E-Commerce

Modern retail presents an important opportunity for imported goods due to the growing demand for new exotic flavours, innovative formats, premium quality and healthy product content. Australian exporters looking to introduce their food and beverage products to the Indonesian market can discuss with their distributor the different distribution strategies to be employed when approaching key supermarkets, hypermarkets and convenience stores across the country. In particular, convenience stores are the most promising channel in the short term, where high volume sales can be achieved for product categories that meet consumer requirements regarding convenience and their openness to try new products. Imported goods are increasingly available through these modern retail channels as key retailers are considering the diversification of their product range in order to cater to middle- and upper-income-earning consumers. This also provides an opportunity for more premium products to be introduced due to the pricing structure of modern retail and higher willingness to pay among consumers.

E-commerce, although still in its early stages in Indonesia, is a fast-growing channel. Australian exporters can leverage their knowledge and experience in Australia's e-commerce sector in order to work closely with distributors and retailers to grow the channel. The impact of COVID-19 on Indonesia's modern retail sector has exposed areas of improvement for e-commerce, with consumers now showing willingness to purchase grocery goods through this channel. This will be another factor driving business activity and growth strategies for the e-commerce channel.

12. APPENDIX

12.1 CATEGORY DEFINITIONS

SNACKS CATEGORY

Confectionery: Aggregation of chocolate confectionery, sugar confectionery and gum. This includes seasonal chocolate, where unpackaged/artisanal sales are included. Pick 'n' mix sales are also included. Sales from chocolatiers, typically displayed loose and later packed (usually in boxes), are also included.

Ice Cream and Frozen Desserts: Aggregation of ice cream and frozen desserts, including impulse ice cream, take-home ice cream, frozen yoghurt and artisanal ice cream. Frozen desserts include cakes, pies/tarts, chocolate cake, strawberry cake, black forest cake, lemon tart, etc.

Savoury Snacks: Aggregation of fruit snacks, chips/crisps, extruded snacks, tortilla/corn chips, popcorn, pretzels, nuts and other savoury snacks.

Sweet Biscuits, Snack Bars, and Fruit Snacks: Aggregation of biscuits, snack bars, dried fruit and processed fruit snacks.

DAIRY PRODUCTS AND ALTERNATIVES CATEGORY

Baby Food: Aggregation of milk formula, prepared, dried and other baby food.

Dairy: Aggregation of butter and margarine, drinking milk products, cheese, yoghurt and sour milk drinks, and other dairy products.

STAPLE FOODS CATEGORY

Baked Goods: Aggregation of bread, pastries, dessert mixes, frozen baked goods and cakes. Note: Baked goods from in-store bakeries are classified under unpackaged/artisanal, not packaged/industrial. While they may be finished on-site, they are often prepared, then frozen or par-baked, at other locations. Such production models are very important for supermarket in-store bakeries, which have in the past been used to drive traffic and fill stores with appetising aromas, but for which the labour resources required to run a full-service scratch bakery are not always available.

Breakfast Cereals: Aggregation of ready-to-eat (RTE) and hot cereals, where RTE cereals includes children's and family breakfast cereals and hot cereals includes porridge and instant hot cereals, e.g. oat, wheat, rice, etc. Instant hot cereals are defined by the fact that they can be made in a dish with added water or milk and can be microwaved. Porridge is generally made by using an oat-based cereal cooked in milk or water. Only products that are eaten are included. Hot cereal-based beverages are excluded.

Processed Fruit and Vegetables: Includes shelf stable fruit and vegetables and frozen fruit and vegetables.

Processed Meat and Seafood: Aggregation of processed meat, processed seafood and meat substitutes.

Rice, Pasta and Noodles: Aggregation of rice, noodles and pasta. Includes pre-packaged noodles. Excludes any noodles, pasta or rice bought loose, bulk and/or unpackaged. Also excludes any noodle-based ready meals, which would be tracked under Ready Meals.

SOFT DRINKS CATEGORY

Bottled Water: This category is the aggregation of still bottled water (spring, mineral and purified), carbonated bottled water (spring, mineral and purified), flavoured bottled water and functional bottled water.

Carbonates: Sweetened, non-alcoholic drinks containing carbon dioxide are included here. All carbonated products containing fruit juice (“sparkling juices”) are included here, unless they are tea-based (these are included in Carbonated RTD Tea) or carbonated energy drinks, which are included in Energy Drinks. Carbonated bottled water is also excluded. Carbonates is an aggregation of cola carbonates and non-cola carbonates, whether regular or low calorie. Euromonitor International includes both naturally and artificially sweetened carbonates.

Concentrates: Aggregation of liquid concentrates and powder concentrates.

Juices: This category covers all still packaged juice obtained from fruits or vegetables by mechanical processes, reconstituted or fresh, often including pulp or fruit/vegetable purée. All unpackaged juices are excluded. Only still drinks are included here. Carbonated varieties are included in Non-Cola Carbonates. Juice-flavoured milk drinks and fruit shakes which are primarily milk are excluded – these are instead tracked in Packaged Foods Dairy. However, if the juice component is greater, the product is to be excluded from Packaged Foods Dairy coverage and tracked under the relevant category (based on % juice content) within Soft Drinks Juice. This category is the aggregation of 100% juice, nectars (25-99% juice content), juice drinks (up to 24% juice content), and coconut and other plant waters.

RTD Coffee: Includes packaged ready-to-drink coffee, consumed either hot or cold, made using a base of either brewed coffee or coffee extract. Excludes all coffee-flavoured milk drinks that primarily target children, or where coffee is one of a number of flavours within the brand range.

RTD Tea: This category includes all packaged products based on brewed tea or tea extract. May be sweetened or unsweetened, carbonated or still, with a wide variety of different flavourings. May contain juice.

Energy Drinks: These are functional drinks designed to boost energy levels. Often lightly carbonated, these contain high levels of caffeine and a number of added water-soluble vitamins, most often a selection of B vitamins including niacin, pantothenic acid, vitamin B6, and vitamin B12. Ingredients can also include amino acids such as taurine and glucuronolactone, as well as herbal products such as guarana and ginseng. Can be carbonated or still. Glucose-based energy beverages are included here.

Sports Drinks: The choice of sports drink usually depends on the provision of fluids, carbohydrates or both. Included in this subsector are isotonic, hypotonic and hypertonic sports drinks. Isotonic drinks are products that replace lost body fluids, electrolytes (sodium, potassium and chlorides) and glucose in similar concentrations to existing body fluid without causing either swelling or shrinkage of cells. These products usually contain about 5–8% carbohydrate and are intended to be consumed during exercise and/or heat exposure. Hypotonic drinks are a weaker solution than your body fluid. These drinks contain less carbohydrate and therefore have lower osmolality (fewer dissolved particles than blood). These drinks help the body to speed up water absorption and are best used when you need urgent fluid replacement, as in after exercise. These drinks are not the best for energy replacement. Hypertonic drinks are a stronger solution than body fluid. These drinks are designed to replace and maintain energy levels during exercise of at least one hour. They are absorbed slowly and therefore are not appropriate for fluid replacement.

Asia Speciality Drinks: This category includes all traditional Asian drinks not included in RTD Tea or Juice Drinks, including products such as bandung (rose syrup with milk), bird’s nest, tamarind juice, ginger, lemongrass, roselle, zalaka and jelly drinks. Lactic acid drinks are included here. Drinks containing a limited amount of yogurt (generally 3% or less) are included here, though drinking yogurts are excluded. All nut or pulse-based products, such as peanut milk, almond juice or soy drinks, are tracked in Non-Dairy Milk Alternatives in Passport Packaged Food.

12.2 FOODSERVICE DEFINITIONS

Full-Service Restaurants: Full-service restaurants (FSR) encompasses all sit-down establishments where the focus is on food rather than on drink. FSR are characterised by table service (ordering is done at the table, generally with a server, and food is brought to the table directly) and a relatively higher quality of food compared to limited-service units. Menus offer multiple selections and may include breakfast, lunch and dinner. Preparation of food products is often complex and involves multiple steps.

Limited-Service Restaurants: Limited-service restaurants (LSR) combines fast food and 100% home delivery/takeaway outlets. These outlets offer limited menus, with items that can be prepared quickly. Customers typically order, pay, and pick up their order from a counter, though some outlets can have limited table service. This also includes 100% home delivery/takeaway which provides no facilities for consumption on the premises. Euromonitor tracks all sales, transactions, and consumer-facing outlets under a brand, which includes meals prepared through dark kitchens. LSR tends to specialise in one or two main entrées such as hamburgers, pizza, or chicken, but outlets usually also provide drinks, salads, ice cream, desserts, etc. Food preparation is generally simple and involves one or two steps, allowing for kitchen staff generally consisting of younger, unskilled workers rather than professional chefs.

Cafés/Bars: This category encompasses all establishments where the focus is on drinking (either alcoholic or non-alcoholic beverages). While a wide variety of snacks and full meals are offered, it is not uncommon for consumers to only order a drink. As a general rule, establishments deriving 50% or more of their income from the sale of drinks are to be included here. Drinks-only establishments are also included here.

Street Stalls/Kiosks: Small, sometimes mobile, foodservice providers characterised by a limited product offering and by low prices. Includes street stalls, street hawkers and foodservice kiosks where food is prepared in some way and served through a hatch or over a display counter to take away. Also includes kiosks and carts located externally or internally, for example in shopping malls. As a rule, street stalls/kiosks outlets tend to be smaller than any limited-service restaurants and with even more limited menus. There is often (though certainly not always) a greater emphasis on snack items rather than full meals.

Self-Service Cafeterias: Self-service cafeterias are outlets where there is no (or limited) service component. Rather than table service, there may be food-serving counters or stalls where customers can take the food they require as they walk along, placing it on a tray. In addition, there are often stations where customers order food and wait while it is prepared, particularly for items such as hamburgers or tacos, which must be served hot and can be quickly prepared. In some cases, customers might collect an empty container made for food or drinks, pay at a checkout counter, and then fill the container after payment. Free second servings are often allowed under this system. For legal purposes (and because of the consumption patterns), this system is rarely or never used for alcoholic beverages.

13. SOURCES

13.1 LIST OF SOURCES

#	Country	Source type	Source name
1	Indonesia	Internal	Euromonitor International Passport, Packaged Food 2020
2	Indonesia	Internal	Euromonitor International Passport, Soft Drinks 2020
3	Indonesia	Internal	Euromonitor International Passport, Retailing 2020
4	Indonesia	Internal	Euromonitor International Passport, Consumer Foodservice 2020
5	Indonesia	Internal	Euromonitor International Passport, Economies & Consumers 2020
6	Australia	Primary	Australian Food and Grocery Council (AFGC)
7	Australia	Primary	Australian Trade and Investment Commission (Austrade)
8	Australia	Primary	Department of Agriculture Water and Environment (DAWE)
9	Indonesia	Primary	Association of Food and Beverage Entrepreneurs (GAPMMI)
10	Indonesia	Primary	Inter Buana Mandiri
11	Indonesia	Primary	Kharisma Sukses Gemilang
12	Indonesia	Primary	Coca-Cola Amatil Indonesia
13	Indonesia	Primary	Nirwana Lestari
14	Indonesia	Primary	Pepito Supermarket
15	Indonesia	Primary	Prambanan Kencana
16	Indonesia	Primary	Sukanda Djaya
17	Indonesia	Secondary	Ministry of Trade (MOT)
18	Indonesia	Secondary	Indonesia National Agency of Food and Drug Control (BPOM)
19	Indonesia	Secondary	World Bank
20	Indonesia	Secondary	Indonesian Ulema Council

#	Country	Source type	Source name
21	Indonesia	Secondary	EU – Indonesia Business Network
22	Indonesia	Secondary	Halal Product Assurance Agency (BPJPH)
23	Indonesia	Secondary	Central Bank of Indonesia
24	Indonesia	Secondary	Ministry of Finance (MOF)
25	Australia	Secondary	Australian Financial Review
26	US	Secondary	Food Agriculture Service, United States Department of Agriculture
27	Australia	Secondary	Australian Department of Foreign Affairs and Trade
28	Indonesia	Secondary	CNN Indonesia
29	Indonesia	Secondary	Quartz
30	Indonesia	Secondary	Bisnis.com
31	Indonesia	Secondary	Cekindo
32	Indonesia	Secondary	European Union
33	Australia	Secondary	PricewaterhouseCoopers (PwC)
34	Indonesia	Secondary	Jakarta Post
35	Indonesia	Secondary	Diamond Food Indonesia
36	Indonesia	Secondary	Katadata
37	Indonesia	Secondary	Switzerland Global Enterprise
38	Indonesia	Secondary	Oxford Business Group
39	Indonesia	Secondary	Asian Development Bank
40	Indonesia	Secondary	Reserve Bank of Australia
41	Indonesia	Secondary	McKinsey Insights

13.2 LIST OF STORES VISITED

#	City	Channel	Retailer name
1	Jakarta	Independent Small Grocers	Mulia Mart
2	Jakarta	Independent Small Grocers	Toko Erna
3	Jakarta	Convenience Stores	Indomaret
4	Jakarta	Convenience Stores	Alfamart
5	Jakarta	Supermarkets	Farmers Market
6	Jakarta	Supermarkets	FoodHall
7	Jakarta	Supermarkets	GrandLucky Superstore
8	Jakarta	Supermarkets	AEON Supermarket
9	Jakarta	Hypermarkets	Transmart Carrefour
10	Jakarta	Hypermarkets	Hypermart
11	Bali	Convenience Stores	Pepito Express
12	Bali	Supermarkets	GrandLucky Superstore
13	Bali	Supermarkets	Papaya Fresh Gallery
14	Bali	Hypermarkets	Hypermart



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