



MARKET TRENDS IN INDONESIA:
HEALTH FOOD



INDONESIA



Indonesia



Organic Packaged Food Demand

- COVID-19 boosts the sales of organic packaged food as consumers seek healthier options.
- This can be seen as part of the overall health and wellness trend that has become more deeply entrenched among the Indonesian population since the onset of the COVID-19 pandemic.



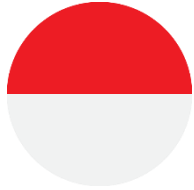
Growing Interest In Health and Wellness Products

- Demand for health and wellness packaged food and beverages continue to benefit from major health concerns, such as COVID-19, high cholesterol, obesity and diabetes.
- Consumers are looking for healthier food and drinks to enhance their immunity and ward off obesity, which is held to increase the risk of a severe reaction to the virus and other health problems.

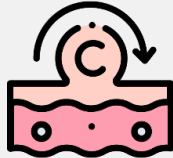


Sport Nutrition and Protein Rising In Demand

- Indonesian consumers have started to adapt to the pandemic and begun to return to their workout routines.
- Sports protein RTD performs better and provides convenience trend.
- L-Men from Nutrifood Indonesia was the first brand to make sports protein RTD products available in Indonesia.



Indonesia



Rising Popularity Of Collagen Supplement

- Currently, the trend of treating skin by drinking collagen intake is being discussed in the community. The trend for beauty supplements has moved towards collagen as it helps to firm and improve the skin elasticity.
- The presence of collagen functions to maintain tissue and bone lining.



Indonesians Believe In The Efficacy Of Herbal or Traditional Products

- During the pandemic, consumers stockpiled Jamu, which is the local term for products with herbal ingredients.
- Natural or herbal ingredients keep rising as consumers are trying to reduce levels of toxicity in the body.
- Indonesians are also looking for herbal dietary supplements to maintain good health, while using herbal medicine if the illness is not serious.



Organic Packaged Food Demand



Better Than Noodles Konjac Noodles

- 100% CERTIFIED USDA Organic, Kosher, Gluten-Free, and Vegan. You can be sure that Better than Noodles is the perfect "pasta" for Vegetarian, Vegan and Paleo diets.
- Healthy alternative to traditional noodles for all walks of life, with only 15 calories / 4 carbs per serving, high in fiber, and low-calorie.
- Product of China.

Ingredients: Purified Water, Organic Konnyaku Flour and Organic Oat Fiber (Juroat™), Calcium Hydroxide (Food Grade Limewater).

Javara Organic Coconut Chips Sweet – Pouch

- Made from fresh and selected coconut to deliver the best flavor along with fine quality.
- It is perfect to be consumed as snacks or compliment various dishes.
- Enjoy Indonesia's tropical goodness with Javara Coconut Chips.





Growing Interest In Health and Wellness Products



Wellboost™ Immuno Plus

- Contains 25 Vitamins and Minerals.
- Contains Lactoferrin.
- Contains Prebiotic Fibre.
- Contains Probiotics.
- Product of Australia.

Ingredients: Milk Solids, Maltodextrin, Cocoa (6%), Sugar, Prebiotic Dietary Fibre (Inulin), Minerals (Magnesium Oxide, Ferric Pyrophosphate, Zinc Sulphate, Cupric Sulphate, Chromium Chloride, Manganese Sulphate, Sodium Molybdate, Sodium Selenite), Probiotic Culture (*Bacillus Coagulans*), Vitamins (L-Ascorbic Acid, dl-Alpha-Tocopherol Acetate, Niacinamide, Vitamin A Acetate, Cholecalciferol, Pyridoxine Hydrochloride, Thiamine Hydrochloride, Phytonadione, Folic Acid), Natural Flavour, Lactoferrin, Emulsifier (322 Soy).

Berto Imunku Healthy Drink

- Using the authentic Indonesia herb recipes with modern and hygienic technology to protect the family against any diseases, Berto Imunku serves as an immunomodulator to increase the natural immune of the body.
- Product of Indonesia.

Ingredients: Zingiberis officinale Rhizoma, Tamarindus indica Pulpa, Curcuma domesticae Rhizoma, Cinnamomum burmanni Cortex, Phyllanthus niruri Herba, Kaempferia galangae Rhizoma, Sugar, Palm Sugar, Fructose, Sodium Benzoate.





Sport Nutrition and Protein Rising In Demand

L-MEN-2-GO

- L-Men 2-GO formula and L-Glutamine content to increase muscle endurance during exercise and increase growth hormone production.
- BCAAs to help build muscle to be more effective and optimal, and L-Carnitine to burn fat and turns into active energy.
- Product of Indonesia.

Ingredients: Water, Milk Powder (Skimmed & Full Cream), Calcium Caseinate, Cocoa Powder, Whey Protein Concentrate, Vegetable Stabilizer, Synthetic Flavour, Vegetable Emulsifier, NaCl Salt, L-carnitine, Vitamin And Mineral Premix, Artificial Sweetener Sucralose.



Puro Grass Fed Protein Water Lemon Lime

- Sourced from New Zealand Grass Fed Whey Isolate.
- 25g Protein.
- 0 Sugar, 0 Fat, 0 Carb, 0 Gluten (suitable for celiac disease).
- Lactose Free.
- Product of Indonesia.

Ingredients: Water, Whey Protein Isolate, Citric Acid Anhydrous, Lemon Lime Flavor, Salt, Sucralose, Tatzarine.



Rising Popularity Of Collagen Supplement



Everwhite Hi-Collagen Powder Drink

- Everwhite Hi-collagen drink can help to treat the body from within with Glutathione which acts as an antioxidant for skin cell renewal. Vitamin C helps to increase endurance and fiber to meet the daily fiber needs.
- Product of Indonesia.

Ingredients: Collagen Fish, Pro Glutathione, Soluble Fiber, Vitamin C, Vitamin E, Grape and Strawberry Extract, Vitamin and Minerals Premixes, Maltodextrin.

Sunergetic Premium Collagen Peptides Capsules

- VERISOL® Bioactive Collagen Peptides, a premium collagen has shown to help in reducing wrinkles and fine lines, increase skin elasticity and promote strong nails.
- Collagen can also help to support joint health. Our Hydrolyzed Collagen Peptides pills provide 500 mg of pure Collagen Type 1 and Type 3 per capsule.
- Product of USA.

Ingredients: VERISOL® Bioactive Collagen Peptides.

Other ingredients: Gelatin, Rice Flour, Calcium Silicate, Vegetable Magnesium Stearate, Silica.





Indonesians Believe In The Efficacy Of Herbal Or Traditional Products



Sido Muncul Tolak Angin

- Tolak Angin has been tested for subchronic toxicity and efficacy tests that are proven to maintain the immune system by consuming 2 sachets every day for 7 days or more.
- For colds with symptoms of bloating, nausea, stomach pain, dizziness, fever, and dry throat. Good to drink when traveling long distances, tired and lack of sleep – to maintain endurance.
- Product of Indonesia.

Ingredients: Foeniculi Fructus (Fennel Fruit), Isorae Fructus (Pulverized Wood), Caryophylli Folium (Clove Leaf), Zingiberis Rhizoma (Ginger), Mint Leaves, Honey.

Benevolent Nourishment Odorless Garlic Pills and Parsley Supplement

- Odorless Garlic Pills and Parsley Supplement.
- Get the immunity, glucose and cholesterol systems in check – Garlic and parsley herbs are known to help manage blood sugar levels and bad cholesterol (ldl).
- May also help manage lipid levels and high blood pressure, promote cardiovascular health, boost mental, bone, and upper urinary tract health, support improved digestion and good eyesight.
- Product of USA.

Ingredients: Odourless Garlic (Bulb), Parsley (Seed).

Other Ingredients: Soybean Oil, Gelatine (Bovine), Vegetable Glycerin, Purified Water, and Beeswax.



References

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