



MARKET TRENDS IN
INDONESIA: BABY FOOD



MARKET OVERVIEW AND KEY TRENDS

Market Revenue (2022 – 2027)



US\$81,830m

In comparison, most revenue is generated in China

US\$18.79bn

in 2022

6.18%

CAGR

US\$67.3

Revenues per person



10.2kg

Volume per person



01 Rising Awareness on Infant Health and a Healthy Diet

- The Indonesian baby food market growth can be attributed to the rising awareness of infant health and a healthy diet with increasing economic affluence in the country.
- Baby food that are fortified with nutrients becomes the focus as more parents switch dietary plans for the health of their babies.

02 Parents Seek On-The-Go Snacking Options

- Baby snacks will continue to grow in popularity
- While dried and prepared baby food are usually consumed for babies' main meals, "other" baby food is usually consumed as a snacking option for on-the-go purposes.

03 Organic and Naturally Functional

- Today's consumers are looking for customizable foods which are functionally healthy and natural.
- The perception that organic products are healthier motivates consumers to purchase more organic products.

Key Trends in Baby Food

Rising Awareness on Infant Health and a Healthy Diet

Enfamil NeuroPro Baby Formula, Triple Prebiotic Immune Blend

- Enfamil Neuro Pro Infant formula is a new infant formula with brain building nutrition inspired by breast milk. Specially formulated to have a revolutionary fat-protein blend of MFGM and DHA, previously only available in breast milk.

Ingredients: Nonfat Milk, Lactose, Vegetable Oil (Palm Olein, Coconut, Soy, And High Oleic Sunflower Oils), Whey Protein Concentrate, Whey Protein-Lipid Concentrate (Milk) And Less Than 2%: [Galactooligosaccharides](#), Polydextroses, Mortierella Alpina Oil, Schizochytrium Sp. Oil, Calcium Carbonate, Potassium Citrate, Potassium Chloride, Ferrous Sulfate, Calcium Phosphate, Sodium Chloride, Magnesium Oxide, Zinc Sulfate, Cupric Sulfate, Manganese Sulfate, Potassium Iodide, Sodium Selenite, Soy Lecithin, Inositol, Choline Chloride, Ascorbic Acid, Niacinamide, Calcium Pantothenate, Vitamin A Palmitate, Riboflavin, Thiamin Hydrochloride, Vitamin D3, Vitamin B6 Hydrochloride, Folic Acid, Vitamin K1, Biotin, Vitamin B12, Vitamin E Acetate, Nucleotides (Cytidine 5'-Monophosphate, Disodium Uridine 5'-Monophosphate, Adenosine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate), Taurine, L-Carnitine.



Rising Awareness on Infant Health and a Healthy Diet

Milna Wgain 6+ 8+ Baby Porridge

- Milna Porridge Baby WGAIN 6 & 8 Months is a baby porridge that complements breast milk for ages 6 & 8 months and over with a New Improved Formula, which is a combination of high-quality chicken protein and whey and coconut oil which can help increase baby's weight if consumed 2x a day on a regular basis for optimal growth and development.

Ingredients: White Rice, Corn Starch, Chicken Flour, Whey Protein Concentrate, Vegetable Oil, Maltodextrin, Sugar, Vegetable Powder (Peas, Carrots, Tomatoes, Onions), Chicken Flavor, Soy Lecithin, **Minerals And Vitamins.**



Rising Awareness on Infant Health and a Healthy Diet

Promina Snack Rice Puffs Blueberry

- Made with rice, wheat, and real fruit. The texture is easy to melt in the mouth with the right size to train your little one to learn to pinch. Enriched with 7 vitamins, Omega 3 and 6, Calcium, and Iron in the right portions to meet your little one's daily nutrition. Children's snack with favorite flavors of bananas and blueberries.

Ingredients: Rice Flour, Wheat Flour, Wheat Starch, Syrup Cane Powder, Vitamin And Mineral Premix, 2% Blueberry Powder, Purple Carrot Powder, Fish Oil.



Parents Seek On-The-Go Snacking Options



YUMMY BITES 123 “Lionana” Banana Flavoured Toddler Rice Crackers

- Discover yummy rice cracker, fun kid snack ideal for toddler
- Gluten Free
- Easy to Hold Snack

Ingredients: Japonica Rice, Sugar, Salt, Banana Extract, Gelatin, Turmeric.

Parents Seek On-The-Go Snacking Options



Promina Baby Crunchies Cheddar Cheese

- Healthy baby snacks
- Contains 7 vitamins
- Contain omega3 and omega 6
- High in iron and calcium
- Easy pack to travel

Ingredients: Corn, Vegetable Oil, **Rice Flour**, Cheese Flavoring, **Vitamin And Mineral Premix**, Modified Corn Starch, Fish Oil.

Parents Seek On-The-Go Snacking Options



Alamiy Yogurt Puff Snacks, Strawberry

- Healthy baby snacks
- Soft yogurt
- Natural strawberry
- Without MSG, preservatives

Ingredients: Rice, Corn, Sunflower Oil, Strawberry Powder, Yogurt Powder.

Organic and Naturally Functional

Peter Rabbit Organics Apple Pea & Spinach Baby Food Pouch

- Naturally wholesome snacks for kids & toddlers
- USDA Certified Organic
- Non-GMO Project Verified

Ingredients: Organic Apple Puree, Organic Pea Puree, Organic Spinach Puree, Organic Lemon Juice Concentrate.



Organic and Naturally Functional

HappyTot Organic Squash Ravioli with Pumpkin & Sage Sauce Baby Meals

- Ready to eat as is or gently warmed
- No artificial preservatives, flavors or colors; 0g added sugar
- Certified USDA Organic; Non-GMO Project Verified; Kosher
- Packaging made without BPA, BPS or phthalates

Ingredients: Organic Sauce [Butternut Squash Puree*, Water, Pumpkin Puree*, Apple Puree*, Salt, Ground Sage*, Onion Powder*], Organic Raviolis [Whole Wheat Durum Flour*, Water, Butternut Squash*, Bread Crumbs* (Wheat Flour*, Water, Yeast, Salt), Corn Starch*, Vital Wheat Gluten*, Dijon Mustard* (Distilled Vinegar*, Water, Mustard Seeds*, Salt, Spices*), Salt, Spices*]. *Organic Ingredients.



Organic and Naturally Functional

Earth's Best Sesame Street Organic Breakfast Biscuits Blueberry

- Earth's Best Organic Breakfast Biscuits are made with organic ingredients grown from the earth with no artificial flavors, colors, flavors, preservatives or potentially harmful pesticides. These delicious and wholesome biscuits are made with rolled oats and provide 10g of whole grains per serving.

Ingredients: Organic Whole Wheat Flour, Organic Rolled Oats, Organic Coconut Sugar, Organic High Oleic Sunflower Oil, Organic Dried Blueberry Crumbles (Organic Blueberries, Organic Cane Sugar, Organic Rice Flour), Water, Contains <2% Of: Organic Sunflower Lecithin, Organic Invert Sugar, Baking Soda, Baking Powder (Sodium Acid Pyrophosphate, Calcium Carbonate, Baking Soda, Monocalcium Phosphate), Sea Salt, Organic Cinnamon.

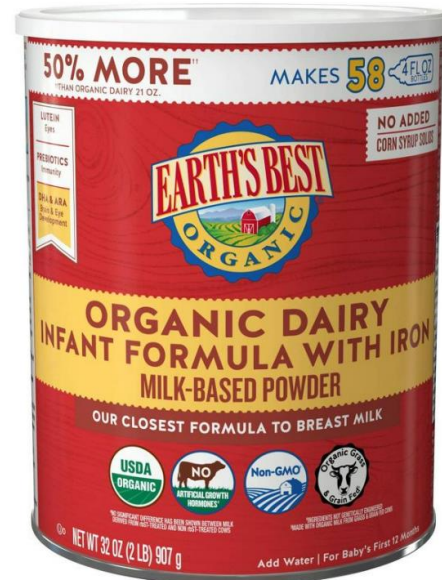


Organic and Naturally Functional

Earth's Best Organic Powder Infant Formula

- DHA & ARA: naturally found in breast milk for baby's brain and eye development and all lactose formulation
- With lutein for eyes & prebiotics for Immunity
- USDA Organic certified & Kosher; no artificial flavors, colors, preservatives, GEI growth hormones, antibiotics, steroids or potentially harmful pesticides/herbicides

Ingredients: Organic Lactose, Organic Nonfat Milk, Organic Oils (Organic Palm Or Palm Olein, Organic Soy, Organic Coconut, Organic High Oleic Safflower Or Sunflower Oil), Organic Whey Protein Concentrate, Less Than 1%. Mortierella Alpina Oil*, Dha Algal Oil (Schizochytrium) **, Fructooligosaccharide, Lutein, L-Carnitine, Vitamin A Palmitate, Beta-Carotene, Vitamin D (Cholecalciferol), Vitamin E (Di-Alpha Tocopheryl Acetate), Mixed Tocopherol Concentrate, Vitamin K (Phytonadione), Ascorbyl Palmitate, Thiamine Hydrochloride, Riboflavin, Pyridoxine Hydrochloride Cyanocobalamin, Niacinamide, Folic Acid, Calcium Pantothenate, Biotin, Ascorbic Acid, Choline Bitartrate, Inositol, Calcium Carbonate, Calcium Chloride, Calcium Hydroxide, Ferrous Sulfate, Zinc Sulfate, Manganese Sulfate, Cupric Sulfate, Magnesium Phosphate, Potassium Bicarbonate, Potassium, Chloride, Potassium Iodide, Potassium Hydroxide, Potassium Phosphate, Sodium Selenite, Sodium Citrate, Taurine, Organic Soy Lecithin. Nucleotides (Cytidine-5'-Monophosphate. Adenosine-5'-Monophosphate Disodium Uridine-5'-Monophosphate, Disodium Guanosine-5'-Monophosphate, Disodium Inosine-5'-Monophosphate). *A Source Of Arachidonic Acid (Ara)



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