

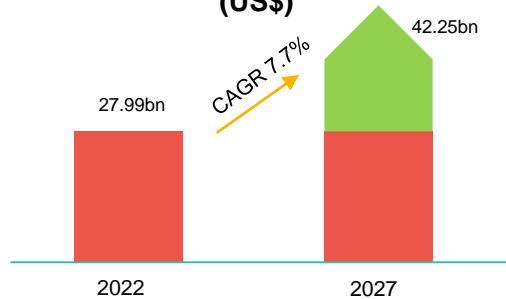


MARKET TRENDS IN INDONESIA:
CONFECTIONERY



KEY
TRENDS

Indonesia Confectionery Products Market (US\$)



+ IN-SCOPE

- Chocolate products
- Sugar confectionery
- Cookies
- Ice Cream

- ▶ In the confectionery segment, volume is expected to amount to 4,608.9mkg by 2027 & is expected to show a volume growth of 4.2% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$100.3 are generated in 2022, the average volume per person is expected to amount to 12.7kg in 2022.

PROSPECTS AND OPPORTUNITIES



MINT FLAVOUR



Standard mints are now expanding their category within the sugar confectionery category and will see the highest value increment in 2021.

- ▶ The category is upheld by a wide item selection, wide distribution, and the recognition that it is more beneficial than other sugar confectionery, since they have a lower sugar substance.

One of the brands from Mayora Indah (Indonesia), **Kis**, that produces the standard mint candy is predicted to remain as the top sugar confectionery in terms of retail current value during the year of 2021.



MARKET EXAMPLES



Relaxa Clear Candy

- With cool & fresh sensation
- Ideal enjoyed while on the go
- Freshens breath
- Product of Indonesia

Ingredients for Barley Mint Flavour: Glucose, Sugar, Artificial Barley Mint Flavour, Salt, Coloring Brilliant Blue CI 42090.

MARKET EXAMPLES

MINT FLAVOUR



Mintz Chewy Mint Candy

- Mint candy that gives a refreshing taste in your mouth. Suitable for when relaxing at home, in the office, or when traveling
- Product of Indonesia

Ingredients for Duomint Flavour: Sugar, Glucose, Hydrogenated Vegetable Oil, Beef Gelatine, Gum Arabic, Flavours (Peppermint, Spearmint), Salt, Soya Lecithin Emulsifier, Menthol Crystal, Food Coloring (Titanium Dioxide CI 77891, Tartrazine CI 19140, Brilliant Blue CI 42090).

SNACKING AND SMALLER PACK

Consumer confidence is expected to recover as the COVID-19 pandemic comes under control and restrictions are being eased. Consumers are expected to spend more on **snacks** and treats.



MARKET EXAMPLES



Silverqueen Chunky Bar Cashew

- A new treat that features a perfect blend of nuts into a chocolate bar.
- Product of Indonesia

Ingredients for Cashew Milk Chocolate: Sugar, Milk Solids, Cashews, Cocoa Mass, Cocoa Butter, Vegetable Fat, Emulsifier (Soy Lecithin), Salt, Flavor, Antioxidant (E321).



As life returns to normal, **chocolate confectionery** is predicted to have an increased rate of retail current value and volume growth for 2021.

- In Indonesia, smaller pack sizes were in demand as it looks more appealing to consumers who are looking to control their portion size.
- ▶ It is also easy to carry around and are highly demanded for one-time on-the-go consumption.



MARKET EXAMPLES

SNACKING AND SMALLER PACK



Delfi Top Chocolate Bar Share Pack

- A chocolate snack with milk chocolate, caramel, rice crispies, wafer and cream.
- Product of Indonesia

Ingredients: Sugar, Vegetable Fat, Rice Crispy, Wheat Flour, Glucose Syrup, Dextrose, Cocoa Powder, Milk Solids, Whey Powder, Emulsifiers (322: Soya, 471, 476), Lactose, Salt, Flavours, Raising Agent (500).

MARKET EXAMPLES

SNACKING AND SMALLER PACK



Kopiko Candy

- As kids, we were probably curious about adult snacks and beverages. Coffee might be a bit too bitter for kids to genuinely enjoy, but Kopiko, the classic coffee candy, is sweet enough to be palatable for little ones. In a way, it's one of the sweets that made you feel that you'd earned a spot at the grown-up table.
- Product of Indonesia

Ingredients: Sugar, Glucose Syrup, Vegetable Oil (Palm Oil and/or Coconut Oil), Coffee Extract (4.9%), Butter, Emulsifier (Soy Lecithin E322), Caramel Color (E150d), Salt, Natural Coffee Flavor.

References

- Euromonitor International. (2021a). Sugar Confectionery in Indonesia.
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References – Photo Credits

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THANK YOU