

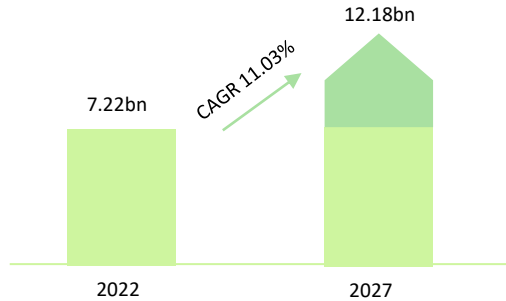


MARKET TRENDS IN INDONESIA:
SNACKS



KEY TRENDS

Indonesia Snack Food Market (US\$)



+ IN-SCOPE

- Potato chips
- Extruded and expanded snacks (e.g. Cheetos, Wotsits)
- Cookies and crackers
- Pretzels

Most recent update: Jul 2022

- ▶ Volume is expected to amount to 1,982.0mkg by 2027 & is expected to show a volume growth of 5.0% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$25.88 are generated in 2022, the average volume per person is expected to amount to 4.9kg in 2022.



PROSPECTS AND OPPORTUNITIES



VEGETABLE & TEMPEH CHIPS



UNIQUE NEW FLAVOURS & INNOVATIONS



HIGH PROTEIN, FRUIT & VEGAN SNACK BAR

VEGETABLE & TEMPEH CHIPS



The demand for vegetable chips and tempeh chips (fermented soybean chips) has been increasing consistently in line with growing consumer awareness of health and wellness.

Source: Euromonitor International, 2022

Vegetable chips made with ingredients like sweet potatoes, cassava roots, parsnips, and black beans.



Some of it may also include cumin, chili, wasabi, and other tantalizing seasonings.

Each bite brings a variety of flavourings and spices which make veggie chips anything but boring despite being healthy.

Source: Corporate Coffee System, 2022



- ▶ Keripik Tempe are thinly sliced tempe which is seasoned and fried. Popular for its salty taste and garlicky aroma, this popular snack is enjoyed throughout Java and the whole of Indonesia

Source: Asian Food Network, n. d.

VEGETABLE & TEMPEH CHIPS



Archipelago Tempeh Chips

- Naturally delicious chips from tempeh made in Indonesia. Tempeh is the result of the fermentation of soybeans that have probiotic compounds or good bacteria that are useful for your body's health. In addition, tempeh also contains vegetable protein. Overall, a healthy snack choice!
- Kettle cooked. These Tempeh or Tempe Chips are famous in Southeast Asian and East Asian, especially for Japanese and Korean. Rich in protein & antioxidants, gluten free, low carb healthy snacks.
- Handcrafted in small batches using the finest fermented soybeans. These crackers are so crisp and thin, bring out the best of its soybean flavor.
- Unique flavour and crunch - with Lime Leaf in perfectly fit box. Ideal for gift, backpacking foods, snack box, for high protein snacks, better taste than rice cakes, or rice crispy treats or quest chips.
- Vegan friendly. Very delicious and healthy for kids and adults who love healthiness and fitness.
- Varieties: Original, Lime Leaf, Hot & Spicy, Barbeque Flavour.
- Product of Indonesia.

Ingredients for Original Flavour: Fermented Soya Bean, Vegetable Oil, Garlic, Lime Leaf, Salt, Pepper.

VEGETABLE & TEMPEH CHIPS



WOH Root Chip

- WOH Chips are processed and packed with modern Japanese Technology allowing it a 1-year shelf life without using additional preservative. The chips are gluten free, handcrafted and made to order to ensure its freshness.
- Natural chips made from vegetable root that are very popular in Asia. WOH chips are baked carefully by creating an extra crispiness and made without artificial colouring to provide a fresh, delicious and healthy alternative for your snacks.
- Varieties: Seasonal Root Vegetable Chips, Purple Sweet Potato Chips, Taro Chips.
- Product of Indonesia.

Ingredients for Seasonal Root Vegetable Chips: Purple & Yellow Sweet Potato, Cassava, Taro, Potato, Vegetables Oil, Salt.

VEGETABLE & TEMPEH CHIPS



MATOH Cassava Chips

- From villages along the small town of Bojonegoro, our local farmers offer you the most special cassava grown organically, seasoned with Indonesia's rich and all natural spices, these mouthwatering chips are not only good for you; but is a way for you to support local farmers.
- Free from chemicals, these chips are not only good for your body, but they are also environmentally friendly - healthy and a way to help us care for local farmers.
- Varieties: Original Soya, Sea Salt, Sambal Purut, Sweet Salted, Cheese, Sweet Chilli Flavour.

Ingredients for Original Soya: Cassava, Vegetable Oil (Contains Antioxidant TBHQ), Palm Sugar, Soybean Powder, Ammonium Bicarbonate (Stabilizer), Salt, Mushroom Bouillom, Strengthen(Monosodium Glutamate, Disodium Guanylate, Disodium Inosinate, Milk Rennet).

VEGETABLE & TEMPEH CHIPS

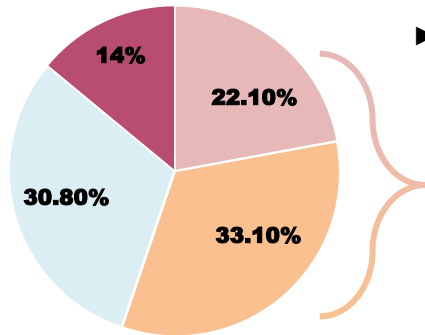


Truly Gourmet Tempeh Chips

- An Indonesian delicacy, our tempeh chips Classic flavour is seasoned with the same core seasoning ingredients that are commonly used in Indonesia, and are fine-tuned to further elevate the flavour to bring out all the finger-licking awesomeness in every piece of the crisps!
- Soy Isoflavones: Clinical studies show that soy isoflavones possess antioxidant properties, may decrease blood cholesterol levels and could be beneficial in decreasing oxidative stress and chronic disease. Soy isoflavones are considered one of the major bioactive compounds.
- Vegan & Vegetarians; Superfood; Gluten-Free; Contain Soy Isoflavones; Complete Source of Protein; Dairy-Free Calcium; Vitamins & Minerals; No Preservatives; No Cholesterol
- Varieties: Indonesia Classic, Sea Salt, Onion Flavour.
- Product of Malaysia

UNIQUE NEW FLAVOURS & INNOVATIONS

Indonesian Snack Consumers Demographics, in 2021



► Indonesian snack consumers demographics in 2021 are still dominated by millennials and Gen Z at over 55% combined.

The biggest consumers of the snack food industry in Indonesia are millennials and gen Z, two groups that **tend to want to try new things**.



Hence the many variants of snacks with unique new flavours, the result of innovation to attract millennials and Gen Z to.



Chitato Lite Truffle

- The deliciousness of truffle seasoning combined with the crunchiness of 100% real potato slices which is sliced thinner, makes Chitato Lite the perfect snack. Make every moment of your life feel lighter because of Chitato Lite.
- The new Chitato Lite Truffle is said to offer a sense of luxury to the potato chip segment, while bringing a taste of the world to consumers in Indonesia.
- Product of Indonesia.

Ingredients: Potatoes (61.2%), Palm Oil Olein, Seasonings (contains Sugar, Salt, Monosodium Glutamate Flavor Enhancer, Milk Powder, Disodium Ribonucleotide Flavor Enhancer), Truffle Extract (0.09%).

UNIQUE NEW FLAVOURS & INNOVATIONS



Tiles Potato Crackers Sriracha

- The new Sriracha flavour from Tiles is spicy and savoury.
- Thin potato crackers are delicious and healthy, because they are baked not fried!
- Made from selected potatoes and processed by roasting, not frying! Thus, it is suitable for those who are looking to snack while on a diet.
- Product of Indonesia.

UNIQUE NEW FLAVOURS & INNOVATIONS



Jans Jalapeno Cassava Chips

- Enjoy authentic Indonesian cassava chips from Jans.
- Made from non-genetically modified organism (GMO) ingredients, this cassava chips has 35% less fat than regular potato chips which is a healthier alternative to regular potato chips.
- In a nation known for spicy foods, the unique and mildly spiced flavour of the jalapeno brings a new unique taste to Indonesian consumers.
- Product of Indonesia.

Ingredients: Cassava, Palm Oil, Jalapeno Seasoning(Sugar, Salt, Yeast Extract, Onion Powder, Garlic Powder, Chili Powder).

HIGH PROTEIN, FRUIT & VEGAN SNACK BAR



Increased snacking habits and consumers seeking on-the-go healthier snacks are the key drivers for the snack bar market in Indonesia.

The rise in demand for fortified food has consequently led to growth in fortified energy bars with **high protein conten.**

Rising health awareness has led Indonesian to include fruit and vegetable-derived ingredients in their dietary habits,

This has led key players in the snack bar market to introduce healthier market offerings, such as snack bars containing fruits and dried fruits.



Moreover, with the increased inclination towards plant-based products and a vegan diet, there has also been a demand for vegan snack bars.

Some of the prominent flavour components for plant-based snack bars include beet, spirulina, orange, peanut butter, brownie, and red berry.



L-Men Whey Protein Bar

- L-Men Whey Protein Bar is good for meeting your protein requirements before exercising and during the process of building muscle or bulking.
- The main benefit of L-Men Protein Bar is L-Carnitine, which is a special formula that provides additional energy for the body during exercise. In addition, L-Carnitine can also burn fat faster, it also inhibits the formation of lactic acid so that the body does not get tired easily after exercising. Additionally, it can stimulate muscle-building hormones as well as lose weight.
- Low in Calories, Cholesterol-Free, and Low in Sugar.
- Product of Indonesia.

HIGH PROTEIN, FRUIT & VEGAN SNACKS BAR

Kalbe Fitbar Fruits



- Fitbar is a contains a variety of vitamins, ranging from vitamins A, B12, and Vitamin C.
- Free from cholesterol, trans fat, and also quite low in calories with only 110kcal, besides high in fibre content and calcium.
- Branded as a healthy snack bar, can even be considered as a protein bar as the protein content in each Fitbar serving exceeds 3g.
- When you bite into it, you can feel the crunch of the oats, oats, and quinoa combined. There is a fresh sour taste sensation from raisin , plus the sweetness of white chocolate at the bottom of the protein bar.
- Product of Indonesia.
- **Ingredients:** White Chocolate Compound Coating (Sugar, Vegetable Fat, Milk Powder, Emulsifier (E322)), Rice Crispy (19.7%), Oats (12%), Raisin (10.8%), Glucose Syrup, Whole Wheat Flour (5.6%), Soy Puff, High Fructose Syrup, Margarine, Sucrose, **Natural Sweetener Isomalt**, Vegetable Humectant Glycerine, Natural Sweetener Maltitol, **Quinoa Powder (1%)**, **Inulin**, Skim Milk Powder, Natural Identical Raspberry Flavor, Emulsifier Soy Lecithin, Salt, **Antioxidant Tocopherol** and **Ascorbyl Palmitate**, **Calcium Carbonate**, **Sodium Ascorbate**, **Vitamin A**, **Vitamin B12**.

HIGH PROTEIN, FRUIT & VEGAN SNACKS BAR

PureFit Premium Nutrition Bars Berry Almond Crunch

- Dairy-Free Protein Bars: PureFit plant-based bars are made with natural soy protein grown in the USA to create a complete amino acid profile, which keeps your body strong and is also satiating. These vegan protein bars are ideal for active lifestyles of men and women.
- High Protein Bars: 20g of USA grown soy protein, is completely free of wheat, gluten, lactose, whey, and GMO's. PureFit Bars are great for body building, weight management, or as a quick snack to take on the go when you're hiking, biking, horseback riding, running, or for a good post-workout recovery.
- No Sugar Alcohols - Delicious flavor in a naturally sweetened low calorie snack, the sweetness comes from brown rice syrup, beet syrup or organic agave syrup. No sugar alcohols or artificial flavors. Enjoy as a high-protein dessert or as a meal replacement.
- Varieties: Peanut Butter Chocolate, Peanut Butter Crunch, Berry Almond Crunch, Chocolate Brownie, Almond Crunch and Cinnamon Oatmeal.
- Product of USA.

Ingredients for Berry Almond Crunch: Soy Protein Isolate, Isomalto Oligosaccharide (IMO), Almonds, Organic Agave Syrup, Soy Protein Crisps (Soy Protein Isolate, Tapioca Starch, Sea Salt), Dried Cranberries (Blueberries, Apple Juice Concentrate, Sunflower Oil), Raspberries, Natural Flavors, Organic Cocoa Butter, Sea Salt.



HIGH PROTEIN, FRUIT & VEGAN SNACKS BAR



Ronnie Coleman King Whey Protein Bar

- Signature products comes with peanut butter cup flavors. What's interesting about this product is that it has a soft texture . It is much softer, tends to be milky, which is obtained by means of soft baking. The outside is still crunchy, complemented by a sprinkling of chocolate and a savoury peanut cream sauce.
- This King Whey Protein Bar contains 20 grams of protein per bar with only 6g of sugar, perfect for those of you who need additional energy, because each serving contains 240kcal. Gluten-Free.
- Product of USA.

Ingredients: Protein Blend [Whey Protein Isolate (From Milk), **Whey Protein Concentrate** (From Milk)], Vegetable Fats (Palm Oil, Palm Kernel Oil, Soybean Oil), Soy Protein Isolate, Vegetable Glycerin, Sugar, Sweetener (Maltitol), Brown Rice Flour, **Collagen**, Water, Corn Syrup, Natural Flavors, Salt, **Citric Acid**, Emulsifier (Sunflower Lecithin), Mono- And Diglycerides, Whey (From Milk), Potassium Sorbate, Emulsifier (Soybean Lecithin), **Vitamin A Palmitate**, **Beta-Carotene**, Natural Dyes, Almonds, Peanuts, Sweetener (Sucralose).

HIGH PROTEIN, FRUIT & VEGAN SNACKS BAR



Prosana FastBite Cereal Bar

- Prosana Fastbite is a healthy cereal bar with a unique taste. It contains chia seeds as a source of high fiber with low fat content and various vitamins and minerals, making it an instant snack bar with low calories.
- High in Vitamins A&B, High in Minerals & High in Dietary Fiber.
- Suitable to be enjoyed at the beginning of the day, or on the sidelines of your busy day. Also suitable for relaxing, cold and hot weather.
- Varieties: Chocolate, Coffee, Strawberry Flavour.

Ingredients for Chocolate Flavour: Rice Crispy, White Chocolate Compound, Oats, Fructose Syrup, **Inulin**, Natural Sweetener, Glucose, Vegetable Oil, Sucrose, Vegetable Glycerol Humectant, **Vitamin & Mineral Premix**, Soy Lecithin, Salt, and **Antioxidants**.

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