

**Required Report:** Required - Public Distribution

**Date:** April 03, 2023

**Report Number:** ID2023-0008

**Report Name:** Food Processing Ingredients

**Country:** Indonesia

**Post:** Jakarta

**Report Category:** Food Processing Ingredients

**Prepared By:** Novi Yuningsih

**Approved By:** Jasmine Osinski

**Report Highlights:**

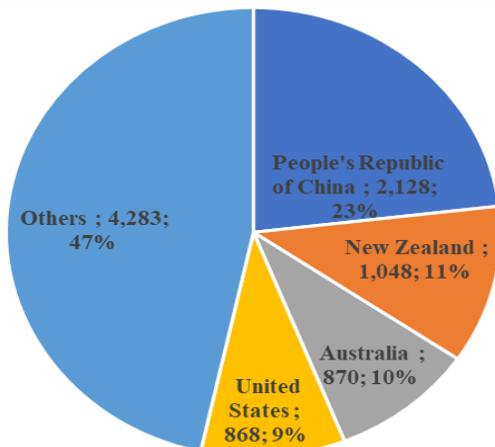
Indonesia currently imports 65 percent of the raw materials needed for its growing food processing industry. In 2022, exports of U.S. agricultural products to Indonesia increased by nine percent largely due to higher demand for soybean, dairy and beef. Top U.S. agricultural exports include soybeans, feeds and fodders, cotton, dairy, corn, wheat, fresh fruits, and beef and beef products.

## Market Fact Sheet: Indonesia

### Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 276 million in 2022. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2022, Indonesia's GDP reached \$1,185 billion and GDP per capita reached \$4,784 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2022, agricultural imports reached \$28.4 billion, consisting of \$9.2 billion of consumer-oriented products. Soybeans, dairy products, animal feed, cotton, and wheat are the top imports from the United States. Agricultural self-sufficiency is a stated goal of the Indonesian government and is often used to justify trade barriers and restrictions.

### Top Consumer – Oriented Product Suppliers to Indonesia, 2022 (million USD)



Source: Trade Data Monitor LLC

### Food Processing Industry

The food and beverage processing industry is comprised of approximately 8,556 large and medium-sized producers; 1.6 million are considered micro and small-scale producers. Most of the products are consumed domestically (mostly retail) and the market is considered highly competitive.

### Food Retail Industry

Indonesian grocery retail sales reached \$91 billion in 2022 (traditional grocery retailers held 77 percent of the market share). Retail sales is driven by rising levels of affluence, particularly in urban areas, where a growing number of middle-to upper-income consumers are purchasing higher quality, premium products.

### Food Service Industry

The foodservice sector's contribution to GDP totaled nearly \$32 billion in 2022. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

#### Quick Facts CY 2022

**Consumer-Oriented Product Imports:** \$9.2 billion  
U.S. Share (9%) – \$868 million

#### Top 10 Growth Products:

- 1) dairy products
- 2) baked goods
- 3) baby food
- 4) confectioneries
- 5) frozen food
- 6) snacks
- 7) sauces
- 8) dressings & condiments
- 9) sweet biscuits
- 10) ice cream & frozen desserts

#### Food Industry by Channels (U.S. Billion) 2022

Food Exports	\$45
Food Imports	\$7
Modern Grocery Retail	\$21
Food Service	\$29
Food E-commerce	\$3
Traditional Market (small local grocers)	\$70

**Food Industry (GDP): \$83.1 billion (2022)**

#### Top 10 Retailers

Alfamart, Indomaret, Alfa Midi, Hypermart, Superindo, Transmart/Carrefour, Circle K, Lotte Mart, Farmer's Market, Hero

#### GDP/Population 2021

Population (millions): 273  
GDP: \$1,185 Billion  
GDP per capita: \$4,341

Source: Statistics Indonesia (BPS), Trade data Monitor LLC and Euromonitor International

#### Strength/Weakness/Opportunities/Challenge

Strengths	Weaknesses
Large consumer base with growing incomes	Inadequate infrastructure, including ports and cold storage facilities outside of the main island of Java
Opportunities	Challenges
Rapid growth of the retail sector; Japanese, Korean, and Western restaurant chains; bakeries; expanding online sales platforms; and increasing export demand for processed products	Challenging business climate, and unpredictable regulatory environment

Contact: FAS Jakarta, Indonesia

[AgJakarta@fas.usda.gov](mailto:AgJakarta@fas.usda.gov) / <http://www.usdaindonesia.org>

## SECTION I. MARKET SUMMARY

The Indonesian food processing industry serves a domestic population of 276 million and is increasingly seeking new export markets in the region and globally. According to Statistics Indonesia (BPS), Indonesia's economy grew 5.31 percent in 2021, the highest since 2013, marked by the resumption of normal business activities after the COVID-19 pandemic and record-high exports due to the surge in global demand for commodities. Java Island remained Indonesia's main economic driver in 2022, accounting for 56 percent of the country's economy.<sup>1</sup> The domestic food manufacturing industry is growing, driven by growing middle and upper-income consumption, which constitutes 82 percent of national food consumption and growing export markets. Indonesia is Southeast Asia's largest economy and continues to offer significant market potential for U.S. suppliers of food and ingredients, including consumer-oriented products such as fresh fruits and nuts, as well as products utilized in food processing including soybeans, wheat, milk powder and other dairy products, corn, and beef.

Increasingly Indonesians are consuming more processed and packaged foods, including frozen desserts, processed fruits and vegetables, and various chips and snacks. As more women in urban areas enter the workforce and have less time to prepare meals for their families, the market for convenient, processed food products is expected to grow. In Indonesia, women remain the primary grocery shoppers and meal planners of households and so have the most decision-making power over household food purchases.

The Ministry of Industry has reported that 65 percent of the food and beverage industry's raw materials come from imports. Additionally, the Indonesian Food and Beverage Industry Association (GAPPMI) notes that, for its food processing industry's needs, Indonesia imports 80 percent of its milk ingredients, 70 percent of its soybean ingredients, 100 percent of its sugar and wheat ingredients, 80 percent of certain salts and beef, and 70 percent of fruit concentrates used in food and beverage manufacturing<sup>2</sup>.

**Table 1: Key Economic Data**

Description	2018	2019	2020	2021	2022
GDP (\$billion) **	1,042	1,120	1,059	1,185	1,319
GDP/Economic growth	5.17%	5.02%	-2.07%	3.69%	5.31%
Value of F&B industry (\$billion)	65.0	71.7	72.3	78.3	83.1
Contribution F&B industry to GDP	6.3%	6.4%	6.8%	6.6%	6.3%
Investment realization in F&B sector (\$billion)	4.0	3.9	3.5	4.1	6.1

Source: [Bank of Indonesia](#) , [BPS - Statistics Indonesia](#) & [BKPM - Indonesia Investment Coordinating Board](#)

\*\*GDP at market prices

<sup>1</sup> [Statistics Indonesia \(BPS\) 2023](#)

<sup>2</sup> <https://www.cnbcindonesia.com/news/20230215165409-4-414110/duh-ri-kecanduan-impor-pangan-sampai-65-ini-biang-keroknya>

## Major Food and Beverage Expansions in 2022:

- Japanese confectioner Ezaki Glico Co. invested \$45 million to build its largest “Pocky” chocolate stick snack plant in Indonesia, with the aim of supplying the domestic, Southeast Asian, and North American markets where demand is expected to increase<sup>3</sup>.
- Heinz ABC Indonesia added investments of \$83 million for factory expansion and modernization. This new investment will further pave the way for companies to continue to develop and accelerate the growth of ABC brands, both domestically and globally<sup>4</sup>.
- Tempo Scan, through its subsidiary Kian Mulia Manunggal, officially launched a spray dryer facility for milk powder with an estimated investment of \$172 million. This new factory aims to produce raw materials for their baby formula and child growth milk products, so they can reduce reliance on imports.<sup>5</sup>
- The pioneer of Indonesia’s mass-produced bread industry, Nippon Indosari Corporindo (Sari Roti), built its 15<sup>th</sup> factory with an estimated investment of \$10 million. Their products are distributed to 34 provinces through 70,000 outlets across Indonesia. Sari roti produces about 5 million pieces of bread a day. The company also will collaborate with well-established milk manufacturers to produce chocolate spreads and milk to reduce costs.<sup>6</sup>

Advantages	Challenges
Large consumer base with a total population around 276 million, dominated by millennials and Gen Z, who account for 48 percent of the population <sup>7</sup> .	Challenging to expand some U.S. products beyond middle and upper-income consumers due to price-sensitivities.
Indonesia does not produce/produce enough quantities of key ingredients or specific varieties (e.g., wheat, fresh milk, beef, dried fruits, grapes, apples, pears, almonds, raisins).	Import requirements for agricultural products are complex and change frequently. Registration processes for retail products and foreign establishments can be lengthy and costly.
Indonesian consumers’ knowledge of and demand for healthier ingredients has increased.	This typical consumer is only concentrated in urban areas.
Upper middle-income consumers are more likely to purchase from modern stores due to convenience and quality.	About 85 percent of modern grocery retailers are minimarkets/convenience stores, which mostly sell local products <sup>8</sup> .
Approximately 65 percent of ingredients are imported.	Most of the ingredients are required to be halal-certified, especially dairy and beef

<sup>3</sup> <https://www.thejakartapost.com/paper/2023/02/27/pocky-factory-opens-in-ri-to-supply-asean-us-market.html>

<sup>4</sup>

<https://voi.id/en/economy/231150#:~:text=KARAWANG%20%2D%20The%20Ministry%20of%20Industry,amounting%20to%20IDR%201.2%20trillion.>

<sup>5</sup> <https://www.temposcangroup.com/en/read/KS-5-Project-Kian-Mulia-Manunggal-At-Cikarang>

<sup>6</sup> <https://investasi.kontan.co.id/news/simak-progres-rencana-nippon-indosari-roti-produksi-susu-coklat>

<sup>7</sup> BPS data, millennials (24 – 39 years), Gen Z (10 - 23 years)

<sup>8</sup> Euromonitor International 2023

	products.
Industry is constantly creating new products based on consumer preferences and trends, which often require ingredients unavailable domestically.	Quantities of ingredients for new products and market trials are usually not enough to fulfill the minimum order required by U.S. suppliers.

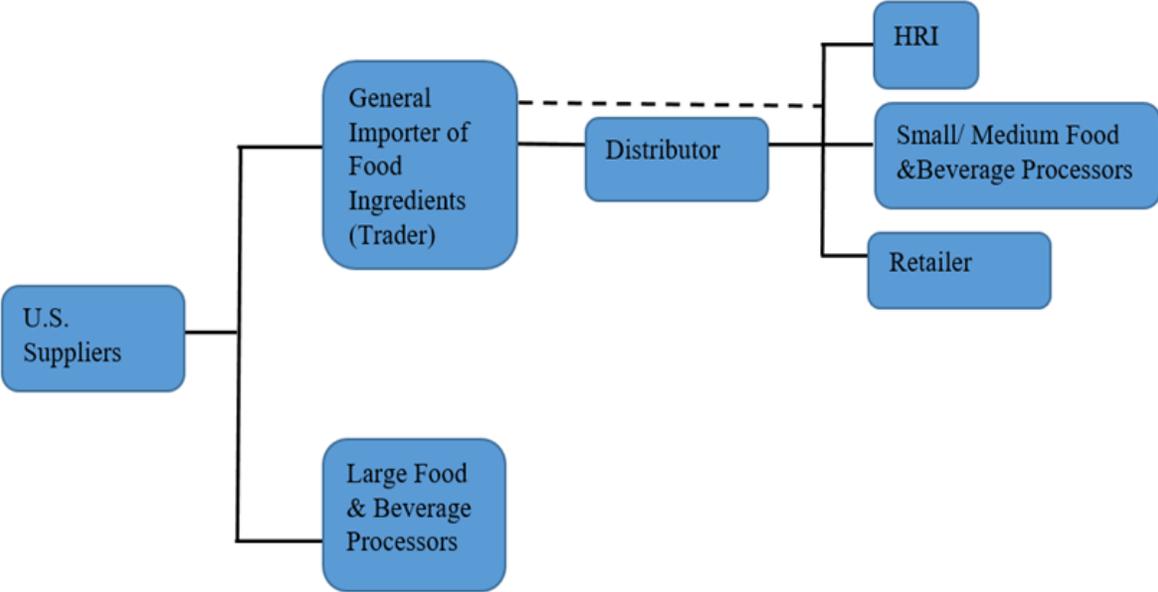
**SECTION II. ROAD MAP FOR MARKET ENTRY**

**Entry Strategy**

Please see [Exporter Guide 2022](#) for information on how to enter the Indonesian market, including market research, local business customs, import procedures and regulations, and information on trade shows in Indonesia.

**Distribution Channels**

Large food manufactures who also export, such as [Indofood](#) or [Mayora](#) , prefer to import directly rather than source from local distributors or importers due to advantages received through export incentives, which waive import duties and value added tax. The diagram below provides an overview of common distribution channels.



**Market Structure**

There are approximately 8,556 large and medium-sized food and beverage manufacturers and 1.6 million micro and small establishments in Indonesia. The number of Indonesian workers in the food and beverage processing industry stands at 4.6 million, or 30 percent of the total workforce in the manufacturing sector<sup>9</sup>.

<sup>9</sup> [Statistics Indonesia \(BPS\) 2023](#)

Large and medium-sized food processors in Indonesia source raw materials both locally and globally, with large food processors directly importing ingredients such as wheat, milk powder, cheese, meat, and horticultural products. Food processors usually purchase small quantities of additives, flavors, or preservatives through general importers or distributors.

### Share of Major Segments in the Food Processing Industry

Indofood continues to lead the packaged food market in Indonesia. The company has a wide-ranging product portfolio, including local and multinational brands. Other major processors include Nestlé, Mayora Indah and Royal Friesland Campina ([Frisian Flag](#)). Many of their products are sold through modern stores. The rapid expansion of convenience stores, which mostly stock locally produced products, has helped to expand the distribution of packaged food throughout Indonesia.

**Table 2: Indonesia Sales of Packaged Food 2018 – 2022 (in US\$ million)**

Retail Packaged Food	2018	2019	2020	2021	2022	Share 2022
Rice	7,272.4	7,730.5	8,310.3	9,016.7	9,801.2	24.4%
Edible Oils	1,749.9	1,864.4	2,104.6	2,414.7	3,670.8	9.2%
Noodles	2,678.0	2,849.7	3,042.1	3,311.2	3,610.7	9.0%
Baked Goods	2,351.7	2,502.0	2,439.4	2,611.7	3,072.7	7.7%
Baby Food	2,410.6	2,456.0	2,543.4	2,570.3	2,650.3	6.6%
Drinking Milk Products	1,886.0	2,066.1	2,168.7	2,317.6	2,482.3	6.2%
Sauces, Dips and Condiments	1,828.3	1,936.4	2,066.5	2,232.5	2,418.0	6.0%
Sweet Biscuits, Snack Bars and Fruit Snacks	1,752.7	1,911.3	2,017.3	2,137.7	2,336.4	5.8%
Savory Snacks	1,670.4	1,810.8	1,836.3	1,919.4	2,030.6	5.1%
Processed Meat, Seafood and Alternatives to Meat	1,301.5	1,570.9	1,560.4	1,755.6	1,976.8	4.9%
Confectionery	1,895.7	2,034.6	1,932.4	1,805.7	1,863.7	4.6%
Other Dairy	914.2	957.9	1,042.5	1,124.0	1,224.6	3.1%
Ice Cream	722.6	891.5	854.1	988.7	1,062.3	2.6%
Yoghurt and Sour Milk Products	374.3	423.4	495.3	585.7	700.0	1.7%
Cheese	159.3	177.9	256.8	338.0	421.8	1.1%
Sweet Spreads	157.8	169.9	186.5	210.6	239.6	0.6%
Breakfast Cereals	101.0	116.3	132.0	145.5	159.7	0.4%
Butter and Spreads	113.4	118.0	133.3	144.7	157.3	0.4%
Plant-based Dairy	74.5	81.9	93.6	107.2	123.7	0.3%
Processed Fruit and Vegetables	40.8	42.8	45.4	48.2	51.3	0.1%
Pasta	26.5	27.8	28.8	30.4	32.1	0.1%
Ready Meals	11.4	12.0	13.0	14.2	15.6	0.0%
Soup	6.5	6.9	7.3	7.9	8.5	0.0%
Total	29,499.5	31,759.0	33,310.0	35,838.2	40,110.0	

Source: Euromonitor International

**Table 3: Top Company Profiles & Product (2022)**

No	Global Company Name	Product Portfolio	Retail Sales Value (\$million)
1	<a href="#">Indofood Sukses Makmur Tbk PT</a>	Dried ready meals, bouillon, dried sauces, pasta sauces, cooking sauces, ketchup, soy sauces, chili sauces, baby food, butter, and spreads, drinking milk products, ice cream, snacks, biscuits, noodles, pasta	5,041.9
2	<a href="#">Nestlé SA</a>	Confectionery and chocolate, coffee, beverages (drinking milk and RTD beverages), breakfast cereals, condensed milk	1,402.8
3	<a href="#">Mayora Indah Tbk PT</a>	Biscuits, beverages (coffee, tea, bottled water), candy, wafer & chocolate, coffee, cereal, instant food (noodles and porridge)	1,162.5
4	<a href="#">Royal Friesland Campina NV</a>	Drinking and condensed milk products	1,142.7
5	<a href="#">Unilever Group</a>	Soy sauce, juice, ice cream, tea, mayonnaise, bouillon (seasoning)	1,022.7
6	<a href="#">Danone (Sari Husada Generasi Mahardhika PT)</a>	Baby food and maternal milk products	811.2
7	<a href="#">Kraft Heinz Co</a>	Juices, condiments and sauces, baby food	807.8
8	<a href="#">Wings Corp</a>	Instant noodles, sauces, powdered drinks, RTD beverages (tea, juice, energy drinks), coffee	701.3
9	<a href="#">Bina Karya Prima</a>	Margarine and cooking oil	679.5
10	<a href="#">Wilmar International</a>	Margarine and cooking oil	671.6
Others			26,654
Total			40,110

Source: Euromonitor International and Company Website

## Sector Trends

About 69 percent of Indonesians are considered “working age.” Increasingly, many consumers research and shop for food products online, are social media savvy, and seek out products with nutritious ingredients. The majority of Indonesian consumers prefer products with strong flavors such as sweet products, chocolate, fruity flavors, and chili. There are also popular plant-based ingredients in the local market such as soybeans, wheat proteins, spices, etc. As awareness of a healthy lifestyle among consumers in urban areas increases (a trend prior to the pandemic that has only increased in the past year), more products are being offered which tout their health benefits.

**Plant-based products:** According to Euromonitor International, Indonesia is one of top five global vegetarian markets in Asia, accounting for about 25 percent of the percentage of the

population<sup>10</sup>. Middle and upper-class urban Indonesians, particularly the younger generation (18-40s), are moving toward healthier diets and plant-based eating trends continue to increase. This trend also can be seen from the increased number of local and foreign plant-based products over the last few years that are currently being distributed in Indonesia. Unilever Indonesia recently introduced plant-based product lines for the foodservice sector, i.e., *Knorr Mushroom & Vegetable Seasoning* and *the Vegetarian Butcher* (a plant-based processed meat which is currently used by Burger King Indonesia for their plant-based Whopper menu. Additionally, in 2022, a leading producer of plant-based protein in Southeast Asia, Green Rebel Foods, launched its new dairy-free products, including cheese, sauces, and dressings. Demand for plant-based dairy, such as oat, soy and almond milk has been growing in Indonesia. These products are mostly available in supermarkets and convenience stores in urban areas, and are largely produced by manufacturers such as [ABC Kogen Dairy](#), [Nutrifood Indonesia](#), etc.

**Wheat flour-based products:** Domestic flour dominates the local market with nearly 100 percent market share. According to the wheat industry association, demand for wheat flour consumption is growing rapidly, both for domestic consumption and export of processed products (crispy/savory products, wafers, instant noodles, and pasta), which accounted for 8.8 MMT in 2022. Local artisan bakeries are also on the rise as entrepreneurs establish small enterprises to sell baked goods online, which became a booming business during the COVID-19 pandemic. There is also an increasing number of fresh bakery products sold in shopping areas and malls which are popular as gifts and snacks for the middle and upper class. Additionally, brick and mortar cake and bakery shops continue to sprout up in larger cities, offering high-quality products by using premium ingredients such as imported butter, almonds, raisins, and cheese. International bakery chains are also expanding their stores in urban areas such as Jakarta, Bandung, Surabaya, and Bali, including [Tous Les Jours](#) and [Paris Baguette](#). For more information, please see: [Grain and Feed Update 2022](#)

**Dairy products:** Indonesia relies on imported dairy products to meet its domestic demand. There has been an increase in newly launched dairy products over the past five years, including yoghurt, ice cream and UHT milk from dairy processors such as [ABC Kogen Dairy](#), [AICE Group](#), [Ichitan](#), and [Global Dairi Alami](#). Major players include international companies such as Nestlé and Frisian Flag which are actively expanding their businesses in Indonesia to fulfil the domestic and export market. Indonesia's import demand for U.S. dairy (e.g., SMP) is high and mostly used as an ingredient by large food and beverage manufactures. For more information, please see [Indonesia: Dairy and Product Annual 2022](#).

**Frozen foods:** More consumers in urban areas are turning to frozen/chilled processed foods sold in retail shops (especially poultry products like nuggets and sausages) as opposed to wet markets. In addition to food manufacturers, retailers have started selling private label frozen food products, including sausages and nuggets. The expansion of modern retail channels has significantly helped to broaden the market for frozen foods. Major frozen food producers in Indonesia include [Charoen Pokphand Indonesia](#), [NHF Diamond Indonesia](#), [Madusari Foods](#), Macroprima Panganutama, etc.

---

<sup>10</sup> <https://www.foodnavigator-asia.com/Article/2018/07/02/Asia-dominates-vegetarian-markets-but-understanding-local-factors-crucial-for-sales-success>

**Snack foods:** According to Euromonitor International, Mayora Indah is the leading player in Indonesia’s overall snack industry with a market share of around 16.3 percent (by sales value) and offers a wide range of products such as confectioneries (sugar and chocolate) and sweet biscuits. Other local prominent players include Garuda Food and Indofood which produce mostly savory snacks. These locally owned companies have a strong presence in the market with an extensive distribution network, promotional campaigns, and new product launches. In December 2022, Hormel Foods International announced it would be investing in Garuda Food to expand their business into Indonesia and Southeast Asia<sup>11</sup>. Within the snack category, sweet biscuits have the highest retail sales in Indonesia due to their popularity for breakfast, followed by salty snacks, chocolates, and sugar confectioneries. There is also increasing demand for healthy but convenient products from busy urban consumers who are shifting their preferences to more nutritious snack foods.

**Fruit Ingredients:** Frozen/dried fruits, such as dates, coconuts, raisins, prunes, apricots, blueberries, and cranberries have considerable market potential. Demand from artisanal bread and cake makers for high-quality ingredients combined with consumer preferences for healthy products are pushing up demand for these ingredients. Demand for dates in particular is high during the month of Ramadan when they are often consumed as part of the ritual of breaking the daily fast.

### **SECTION III. COMPETITION**

In 2022, exports of U.S. agricultural products to Indonesia increased by nine percent largely due to higher demand for soybean, beef, and corn. However, over the past two years, Australia has been overtaking the United States to become the largest supplier of imported agricultural products to Indonesia for the first time in seven years, mainly due to a substantial increase in Australian wheat exports to Indonesia in 2021 and 2022, while U.S. wheat market share declined significantly to 1.2 percent due to supply shortages and uncompetitive prices<sup>12</sup>.

Thailand and New Zealand were among the exporting countries that experienced strong export growth to Indonesia in 2022 largely due to a boost in demand for sugar and dairy.

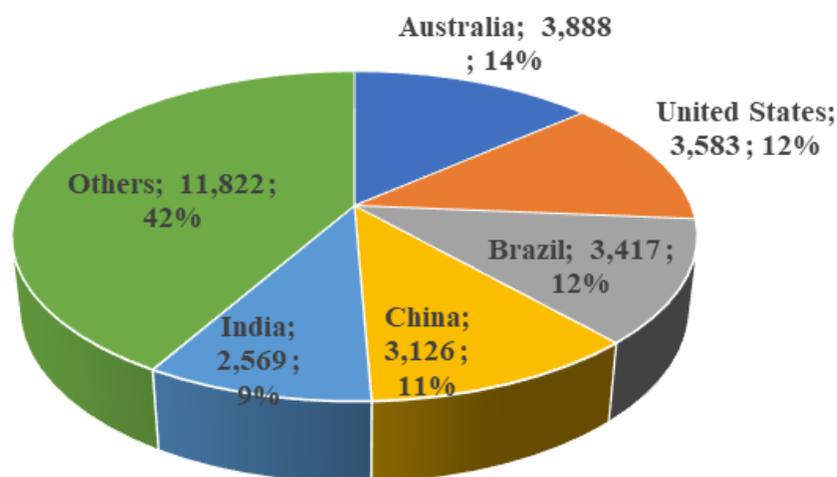
Indonesia has implemented trade agreements with ASEAN countries, the People’s Republic of China, Chile, the Republic of Korea, India, Japan, Hong Kong, New Zealand, Australia, and Pakistan in the form of Comprehensive Economic Partnership Agreements, Free Trade Agreements, and Preferential Trade Agreements. Agricultural products from those countries, such as milk powder, beef, apples, grapes, cheese, and oranges, enter the market at more competitive rates than U.S. products. However, many U.S. products continue to increase their market share based on price, quality, and availability.

---

<sup>11</sup> <https://www.hormelfoods.com/newsroom/press-releases/hormel-foods-announces-minority-investment-in-garudafood/>

<sup>12</sup> [Grain and Feed Update 2022](#)

## Indonesia's Top 5 Suppliers of Agricultural Products in 2022 (in \$ million)



Source: Data from Trade Data Monitor LLC

**Table 4: Competitive Situation for Selected Food Ingredients 2022**

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Local Market Situations
<b>Wheat</b>  Total imports: \$3.8 billion From USA: \$162.8 million	1. Australia (45%) 2. Canada (17%) 3. Argentina (14%) 4. India (10%) 5. Brazil (6%) 6. USA (4%)	<ul style="list-style-type: none"> <li>Australia has a geographic proximity advantage. Indonesia also prefers Australian wheat due to quality preferences specific to noodle production.</li> <li>In 2022, Indonesia sourced more wheat from India and Brazil to replace Ukraine.</li> </ul>	<ul style="list-style-type: none"> <li>No wheat produced domestically.</li> <li>Limited availability of wheat breeds suitable for Indonesian soils.</li> </ul>
<b>Dairy</b>  Total imports: \$2.5 billion From USA: \$465 million	1. New Zealand (38%) 2. USA (19%) 3. Australia (9%)	New Zealand and Australia enjoy preferential tariff treatment under the AANZFTA agreement. Both countries also enjoy geographic proximity and lower transportation costs compared to the United States.	<ul style="list-style-type: none"> <li>Demand for dairy-based products continue to increase, but local production of fresh milk remains low (only around 15%) and of poor quality.</li> <li>Local cheese production is dominated by processed cheeses using mostly imported raw ingredients.</li> </ul>
<b>Soybean</b>  Total imports: \$1.6 billion	1. USA (84%) 2. Canada (11%) 3. Argentina (3%)	Indonesian tempeh and tofu producers prefer to buy U.S. soybeans due to supply	Soybean is categorized as secondary crop after rice and corn, as a result local

From USA: \$1.4 billion		consistency, quality, texture, and bean color.	production is low and only able to fulfil around 14% of total food use consumption.
<b>Beef</b>  Total imports: \$1.1 billion From USA: \$120 million	1. Australia (41%) 2. India (30%) 3. USA (11%)	Australia has price and geographic proximity advantages. Currently, only the Government of Indonesia is authorized to source boneless beef from India and Brazil to stabilize beef prices.	Shortage of supply and most of domestic production is sold fresh to traditional markets. The meat processing industry and food service sector rely on imports from Australia and United States.
<b>Sugars &amp; sweeteners:</b> <b>Total imports:</b>  \$3.3 billion From USA: \$7.2 million	1. Thailand (37%) 2. India (26%) 3. Brazil (20%)	<ul style="list-style-type: none"> <li>• Thailand and India benefit from preferential import duties from Free Trade Agreements.</li> <li>• Brazil offers competitive price.</li> </ul>	Domestic demand far outpaces local production. Significant volumes of imports are required with a growing population and food and beverage industry.

Source: FAS Jakarta and data from [Trade Data Monitor LLC](#)

## SECTION IV. BEST PRODUCT PROSPECT CATEGORIES

### Products Present in the Market which have Good Sales Potential

Consumer-oriented products: dairy, fresh fruit, beef and beef products, tree nuts, powdered cheese, dried egg yolk.

Intermediate agricultural products: sugar and sweeteners, textured soy protein, cornstarch, natural honey, odoriferous substances.

### Products with Limited Presence in the Market but which have Good Sales Potential

Wine, almonds, juices/concentrate, fresh cut flowers, cherries, avocado, peaches, raspberries, blackberries, blueberries, prepared luncheon meat, frozen meals, frozen bakery items, fresh cheese, and baby food.

### Product Not Present Because They Face Significant Barriers

Poultry and egg products.

## SECTION V. KEY CONTACTS AND FURTHER INFORMATION

### Government Data Sources

[Statistic Indonesia](#)

### Website & Social Media Info of Government Agency

Website: [Ministry of Agriculture](#); [Ministry of Trade](#); [Ministry of Industry](#); [National Agency of Drug and Food Control](#); [Ministry of Marine Affairs and Fishery](#); [Indonesia Customs](#)

Facebook: [Statistic Indonesia](#); [Ministry of Agriculture](#); [Ministry of Trade](#); [Ministry of Finance](#); [National Agency of Drug and Food Control](#)

You Tube: [Ministry of Agriculture](#); [Ministry of Finance](#); [National Agency of Drug and Food Control](#); [Ministry of Industry](#); [Statistic Indonesia](#); [National Standardization Agency of Indonesia - BSN SNI](#)

Twitter: [Ministry of Agriculture](#); [Ministry of Finance](#); [Ministry of Industry](#); [National Agency of Drug and Food Control](#); [National Standardization Agency of Indonesia BSN SNI](#)

Instagram: [Ministry of Agriculture](#); [National Agency of Drug and Food](#); [Ministry of Industry](#); [Ministry of Trade](#)

### Government Regulatory Agency/Food Policy Contacts

- Horticulture Products: [Directorate General of Horticulture](#), [Ministry of Agriculture](#)
- Animal and animal-based food: [Directorate General for Livestock and Animal Health Service](#), [Ministry of Agriculture](#)
- Animal and fresh fruit & vegetable-based foods: [Agency for Agricultural Quarantine](#), [Ministry of Agriculture](#)
- Import License: [Directorate General of Foreign Trade](#), [Ministry of Trade](#)
- Refined sugar, wheat flour, cocoa powder, bottle water, biscuit, instant coffee: [Directorate General for Agro Industry](#), [Ministry of Industry](#)
- Halal product: [Halal Product Guarantee Agency](#), [Ministry of Religious Affairs](#)
- Processed food: [National Agency of Drugs and Food Control \(BPOM\)](#)
- Products standardization: [National Standardization Agency \(BSN\)](#)

### Post Contact

#### FAS/ Jakarta

U.S Embassy

Jl. Medan Merdeka Selatan 5 Jakarta

Web: [www.usdaindonesia.org](http://www.usdaindonesia.org) [www.fas.usda.gov](http://www.fas.usda.gov)

Tel: +62 21 50831162, Email [Agjakarta@usda.gov](mailto:Agjakarta@usda.gov)

**Attachments:**

No Attachments