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Report Highlights:

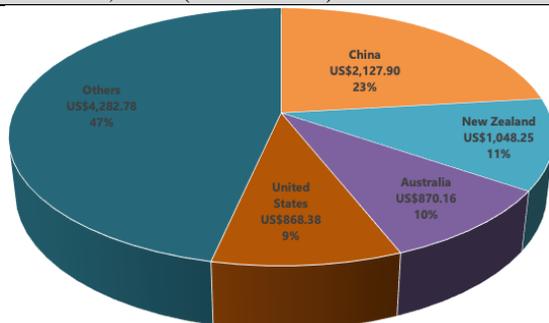
In 2022, the total value of grocery retail sales in Indonesia reached \$100 million, a 9 percent increase from the previous year due to the easing of pandemic-related measures. Traditional markets still dominate the retail food and beverage sector, accounting for 77 percent of market share, although they continue to lose market share to modern retail stores and e-commerce. Among modern retail channels, convenience stores make up the largest segment and are expected to continue to grow in number of outlets due to their closer proximity to residential areas and expansion outside of Java Island.

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 is 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, \$9.2 billion of which being consumer-oriented products. Soybeans, dairy products, animal feed, cotton, and wheat are 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 Date Monitor LLC

Food Processing Industry

The food processing industry is comprised of approximately 8,556 large and medium-sized producers and 1.6 million 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 (with traditional grocery retailers accounting for 77 percent). Retail sales are 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 total contribution to GDP was about \$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 | 6) snacks |
| 2) baked goods | 7) sauces |
| 3) baby food | 8) dressings & condiments |
| 4) confectioneries | 9) sweet biscuits |
| 5) frozen food | 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 2022

Population (millions): 276

GDP: \$1,185 billion

GDP per capita: \$4,784

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

Strength/Weakness/Opportunities/Challenge

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

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SECTION I. MARKET SUMMARY

Indonesia's grocery retail sales increased by 9 percent to \$100 billion in 2022, boosted by the easing of pandemic-related measures. The growth of retail sales is an essential economic indicator and in 2022, Indonesia's economy also grew 5.31 percent, 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.

Indonesia's grocery retail sector remains one of the most promising markets in Asia. Driven by a large population, growing middle class, and increasing urbanization, Indonesia presents opportunities for a full spectrum of consumer-oriented products. Grocery retail sales were also driven by growing numbers of middle- to upper-income consumers that are purchasing higher-quality, premium goods.

Within the modern store category, convenience stores continued to maintain a strong growth and increase the number of outlets in out of java island (Sumatera) that have not yet been utilized. Although Hypermarkets experienced growth in 2022, sales values were recorded at below pre-COVID-19 levels. In 2022, one of the largest hypermarkets in Indonesia, Transmart Carrefour, closed their 12 outlets due to competition among retailers and the shifting of consumer behaviour to shopping on a daily or weekly basis in smaller-format retail outlets, such as convenience stores and supermarkets, which consumers now prefer due to their closer proximity to residential areas. In 2021, another hypermarket chain, Hero Group, closed approximately 75 stores across Indonesia.

Current trends in Indonesia's retail food industry include:

- **Online Shopping.** Modern retailers continue to expand their online presence to boost sales performance through e-commerce. Imported food products are widely available on online platforms such as Tokopedia and Shopee, which are sold by both importers and local retailers operating official stores within the platforms.
- **Specialty Stores.** In urban areas such as Jakarta, Bandung, and Surabaya, specialty stores are increasing in popularity. These stores offer high-quality imported products focusing on specific product categories, e.g., fruits, meat, seafood, organic products, premium poultry products etc. These specialty stores target upper-middle income consumers and are often located near residential areas.
- **Small Format Stores.** Supermarket and hypermarket operators have recently launched smaller format stores to compete with large convenience chains and reach consumers closer to their homes. Examples include Supra Boga Lestari launching its chain of Day2Day stores.
- **Supermarket Refrigeration Trends.** With increased demand for frozen food and fresh products, modern retailers have expanded their retail refrigeration capacity. According to the Indonesian Cold Chain Association (ARPI), the total market value for frozen food in 2021 was estimated at 95 trillion IDR (\$6.4 billion) and will increase to 200 trillion IDR (\$13.5 billion) in 2025.
- **On-the-Go Packaging.** Convenience stores such as Indomaret and Family Mart have added imported fresh fruits in the form of on-the-go packaging to their product portfolio, available in urban areas.
- **Health Foods.** Healthy lifestyle trends continue as urban consumers seek healthier alternatives to mainstay processed products. The trend resulted in the newly launched supermarket Growell Whole Foods in 2020, which focuses on healthy and organic

food products. The new outlet offers certified products from the United States, Japan, United Kingdom, and South Korea.

Advantages	Challenges
The digital transformation in e-commerce and ride-hailing apps in Indonesia will provide opportunity for the retail sector to reach more customers who are increasingly relying on online shopping.	Slow technology adoption within the demographic groups who live in rural areas limits e-commerce growth to large urban areas.
Healthy lifestyle trends are increasing opportunities for fresh products e.g., meat, fruits, and dairy.	Importing these products requires undergoing a lengthy and burdensome licensing process, including the requirement of import permits, plant approvals, halal certifications, and food/fruits registration numbers.
Younger consumers are driving demand for a variety of snack foods.	Imported snack foods are mostly available only in premium supermarkets.
Modern grocery channels continue to increase the variety of products and locations, continuing a shift from traditional markets.	Indonesia's modern retail sector is still dominated by traditional outlets, accounting for 76 percent of total grocery retail sales.

Grocery Retail Outlets by Channel in Indonesia

Category	2019		2020		2021		2022	
	Sales Value (US\$ million)	Outlets						
Convenience Retailers	12,710.0	35,120	13,259.3	36,930	14,372.9	39,714	16,606.6	41,453
Supermarkets	6,158.2	1,427	4,734.1	1,452	4,380.2	1,468	4,929.5	1,544
Hypermarkets	2,449.4	336	1,632.1	313	1,250.3	294	1,311.5	298
Small Local/ Traditional Grocers	98,792.9	4,506,710	68,464.8	4,056,111	70,518.8	3,974,988	77,553.2	3,935,238
Food/Drink/Tobacco Specialists	1,254.3	6,181	868.5	5,583	850.6	5,334	975.6	5,455
Total Grocery Retailers	120,743	4,543,593	89,339	4,094,806	92,485.2	4,016,464	100,400	3,981,428
Food E-commerce	633.1	-	1,249.3	-	1,963.0	-	2,894.8	-

Source: Euromonitor International 2022

SECTION II. ROADMAP FOR MARKET ENTRY

Entry Strategy

Please see this report: [Exporter Guide 2022](#) for information on how to enter the Indonesian market, including market research and local business customs.

Trade Shows in Indonesia

Name of Event	Location	Dates of Event	Website
Food and Hotel	Jakarta	26 – 29 July, 2022	www.foodhotelindonesia.com

Indonesia 2021 Hotelexpo Indonesia 2022			www.hotelexpoindonesia.com
SIAL InterFOOD	Jakarta	8 - 11 November, 2023	https://sialinterfood.com/
Food, Hotel & Tourism Bali, 2024	Bali	4 - 6 September, 2024	www.fhtbali.com
Food Ingredients Asia 2024	Jakarta	4 - 6 September, 2024	https://www.figlobal.com/asia-indonesia/en/home.html

Import Procedure

Please utilize the links below for information on import procedures, regulations, tariffs, approved U.S. establishments and retail products:

- [Retail Product Registration Guide for Imported Food and Beverages](#) – This report provides guidance on the registration process for retail foods.
- [Food and Agricultural Import Regulations and Standards - Export Certificate 2022](#) - This report provides information on certificates required to export food and agricultural products to Indonesia.
- [Food and Agricultural Import Regulations and Standards - Annual Report 2022](#)- This report provides information on Indonesia’s import requirements for food and agricultural products.
- [Tariffs and FTAs Information - Based on HS Code](#)
- [List of U.S. Retail Products in Indonesia](#)- this site provides an updated list of U.S. products that have received approval for retail sale in Indonesia.
- [U.S. Dairy Plant Registration Guidelines](#) – this report provides information on the questionnaire/process required to apply for approval to export U.S. dairy products.
- [Guide to Re-selling Containerized Cargo After Arrival](#)

Distribution Channels

Distribution of imported products in Indonesia is limited to mostly urban areas and through supermarkets, hypermarket, and specialty stores, especially for perishable products such as dairy, meat, and fresh fruits. Convenience stores benefit from their wide distribution centers, with warehouses located across Indonesia. However, they mostly sell local products and a few imported products in small packaging which are affordable for middle-lower income consumers, such as confectioneries and snacks. Wet markets in Jakarta and other, secondary cities may offer limited imported products such as lower quality fresh fruits and secondary cuts of beef and offal. Grocery retailers procure foreign products via local importers or distributors due to regulations prohibited them from importing directly. However, some supermarkets have designated affiliate companies established expressly for importing directly.

Market Structure

Convenience Stores

[Indomaret](#) continues to lead the category with nearly 20,000 outlets across Indonesia, followed by [Alfamart](#) with 16,000 outlets. About 92 percent of the sales value for convenience stores in Indonesia is derived from these two companies, which have modern, integrated distribution systems and centralized procurement. Convenience stores are expected to continue to be the fastest growing grocery retail segment, with an average of 1,000 new

outlet expansions each year. Convenience stores demonstrated their resiliency and necessity during the pandemic, providing reasonably priced products closer to residential areas during periods of mobility restrictions. Amid the pandemic, convenience stores had the strongest growth of all the retail channels in Indonesia, not only in terms of expanding their outlets but also in maintaining positive sales growth in 2020 and 2021.

In recent years, major convenience store chains, such as Indomaret, Alfamart, Lawson, and Family Mart, have transformed their stores from offering only grocery items to offering grocery items as well as ready-to-eat food. They have also expanded the locations of their mini stores which are mainly nested in office spaces and coffee shops. Although these kiosk-sized stores sell only a few imported products (fruits, confectioneries, snacks, beverages), with the large number of these outlets, this channel offers wide-reaching prospects for select products.

Hypermarket/Supermarket Stores

Hypermarkets and supermarkets are generally located in malls and shopping centers, and generally offer 5 to 30 percent imported food and beverage products. The percent of imported products can be as much as 60 percent for some premium or high-end stores such as Ranch Market, Grand Lucky and KemChiks. Those premium outlets target upper-middle income and high-income consumers with a large variety of imported products such as fresh fruits, meat, snacks, condiments, and dairy products.

Superindo, Farmers, Ramayana, Ranch Market, and Hero are the top five supermarket brands in Indonesia, while the hypermarket category is led by Hypermart, Transmart Carrefour, Lottemart, Carrefour, and Grand Lucky. Major supermarkets and hypermarkets offer in-store bakeries, cafés and restaurants, and prepared meals, with grocery products typically contributing about 65 percent of total sales. Additional information on Indonesian supermarket/hypermarket chains can be found in this report: [Retail Chain Overview and Product Survey](#).

There is currently a trend of supermarket chain operators diversifying their businesses by launching new supermarket brands targeting several different niche markets. The diversification is part of their business strategy to survive the fierce competition in Indonesia's retail sector. For example, in 2021, PT Supra Boga Lestari (operator of Ranch Market, Farmers Market, the Gourmet, and Day2Day) launched eleven new outlets from its new supermarket brand, Farmers Family, to meet the needs of lower-middle income consumers.

Specialty Stores

Increasing demand for healthy food options has led to the expansion of specialty stores focusing on fresh meat, fruit and vegetables, and seafood. Found mostly in major urban areas, outlets such as [Total Buah](#), [Rumah Buah](#), [Frestive](#), and [All Fresh](#) offer high quality fresh produce to middle-upper income consumers. Meatshops have also expanded, as demand for quality meat and seafood has increased. Stores such as [Indoguna Meatshop](#), [Goodwins Butchery](#), [Celine Meatshop](#), Bumi Maestro Ayu, and Stevan Meatshop sell premium cuts of beef, fresh and frozen seafood, and condiments.

Traditional Stores

Traditional stores consist of wet markets and independent grocery stores (“mom and pop” stores), whose customers are mainly lower-to-middle income households. This retail channel accounts for about 77 percent of retail grocery sales. The pandemic had a negative impact on sales through traditional stores, especially wet markets, as consumers increasingly preferred to shop in modern grocery retail stores (e.g., convenience store) to avoid crowded places. Some traditional markets sell imported products such as apples, mandarins, oranges, grapes, pears, and meat. Traditional small grocers do not carry the variety of products and services offered by minimarkets, instead selling affordable, mostly local food and beverage products familiar to local consumers. This differentiation, along with location, helps them remain competitive against modern retail outlets.

Although the Government of Indonesia has implemented a program to revitalise wet markets, including helping them to survive by going digital, this channel will likely continue to struggle to maintain its market share due to more consumers switching to modern grocery and digital channels.

Top Indonesian Food Retailers (2022)

Brand Name	2022	
	Sales Value (US\$ million)	Number of Outlet
Alfamart (Sumber Alfaria Trijaya Tbk PT)	7,622	17,394
Indomaret (Salim Group)	7,605	19,996
Alfa Midi (Sumber Alfaria Trijaya Tbk PT)	1,100	2,273
Hypermart (Matahari Putra Prima Tbk PT)	445	103
Super Indo (Koninklijke Ahold Delhaize NV)	383	189
Transmart Carrefour (Trans Retail Indonesia PT)	318	63
Carrefour (Trans Retail Indonesia PT)	263	70
Lotte Mart (Lotte Group)	256	49
Circle K (Alimentation Couche-Tard Inc)	181	634
Farmer's Market (Supra Boga Lestari Tbk PT)	109	38
Ramayana (Ramayana Lestari Sentosa Tbk PT)	77	76
Others	83,018	3,943,103
Total	101,376	3,983,988

Source: Euromonitor International 2022

Retail Sales Value of Alcoholic Drinks, Soft Drinks and Packaged Food (US\$ million)

Product	2017	2018	2019	2020	2021	2022
Rice	6,860.7	7,272.4	7,730.5	8,310.3	9,016.7	9,801.2
Soft Drinks	9,539.6	9,898.3	10,474.9	8,779.1	9,140.3	9,596.4
Cooking Ingredients and Meals	3,395.7	3,753.8	3,989.6	4,377.8	4,879.8	6,352.5
Noodles	2,487.1	2,678.0	2,849.7	3,042.1	3,311.2	3,610.7
Baked Goods	2,230.6	2,351.7	2,502.0	2,439.4	2,611.7	3,072.7
Alcoholic Drinks	1,884.1	2,170.0	2,520.0	1,645.1	2,071.6	2,783.9
Baby Food	2,341.5	2,410.6	2,456.0	2,543.4	2,570.3	2,650.3
Drinking Milk Products	1,709.1	1,886.0	2,066.1	2,168.7	2,317.6	2,482.3
Processed Meat, Seafood and Alternatives to Meat	1,431.9	1,301.5	1,570.9	1,560.4	1,755.6	1,976.8
Savoury Snacks	1,475.4	1,576.3	1,708.8	1,732.9	1,815.6	1,922.2
Confectionery	1,713.9	1,789.0	1,920.0	1,823.6	1,710.0	1,779.7
Other Dairy	873.5	914.2	957.9	1,042.5	1,124.0	1,224.6
Ice Cream	515.1	681.9	841.3	806.0	942.4	1,014.8
Yoghurt and Sour Milk Products	334.5	374.3	423.4	495.3	585.7	700.0
Cheese	131.8	159.3	177.9	256.8	338.0	421.8
Breakfast Cereals	93.1	101.0	116.3	132.0	145.5	159.7
Butter and Spreads	109.4	113.4	118.0	133.3	144.7	157.3
Plant-Based Dairy	68.0	74.5	81.9	93.6	107.2	123.7
Processed Fruit and Vegetables	39.2	40.8	42.8	45.4	48.2	51.3
Pasta	25.3	26.5	27.8	28.8	30.4	32.1

Source: Euromonitor International 2022

SECTION III. COMPETITION

Local Competition

Local companies have a strong presence in the food and beverage market. Locally produced noodles, biscuits, confectionery, savoury snacks, processed meat, processed dairy products (such as UHT milk, cheese, and yoghurt), canned fish, and tropical fruits dominate retail shelves. In recent years, local producers have increased organic branding of fresh vegetables such as spinach and kale due to growth in demand from wealthier urban populations seeking healthier lifestyle products. Major multinational companies, including Nestle, Unilever, Friesland Campina, Danone, and Kraft Heinz, locally produce a variety of dairy-based products, ready-to-drink beverages, condiments, and baby food.

Import Market Competition

In 2022, total Indonesia consumer-oriented products imports were valued at \$9.2 billion, a 21 percent increase driven by higher demand for dairy and beef products. U.S. imports reached \$868 million, an increase of 23 percent year-over-year mainly driven mainly by dairy (milk powder), beef and almonds. Indonesia mostly imports products that serve as inputs to food manufacturers or are not produced in adequate volumes locally, such as milk powder, French fries, beef, fresh and processed fruits and vegetables, and wine. The United States competes with New Zealand, Australia, and the EU in the dairy products category, with China and

Australia in the fresh fruit category, and with Australia, India, Brazil, and New Zealand in the beef products category. Consumers in Indonesia view U.S. beef as a high-quality, premium product which competes with Australian beef at high-end supermarkets and hypermarkets, whereas Indian beef (buffalo meat) is mostly sold in traditional wet markets.

Competitive Situation for Selected Imported Consumer-Oriented Products in the Retail Market, 2022, (\$million), metric tons (MT)

Product Category (Value and Quantity)	Key Exporter Countries (By value)	Key Constraints to Market Development	Market Attractiveness for U.S.
Fresh Fruit: \$1,350 million 666,002 MT	1. China (67%) 2. Thailand (10%) 3. Australia (9%) 4. USA (5%)	Two-step import licensing system often leads to delays in issuance of import recommendations and permits.	Increased awareness of healthy lifestyle. A \$1.3 billion market.
Beef & beef products \$1,057 million 287,535 MT	1. Australia (41%) 2. India (30%) 3. USA (11%) 4. Brazil (11%)	As of 2022, import quota is determined at an inter-ministerial meeting that takes place prior to the issuance of import permits through the Commodity Balance system.	Shortage of local production. Middle-upper and premium supermarkets all sell mostly imported beef.
Bakery goods, cereals & pasta \$285 million 86,346 MT	1. Malaysia (36%) 2. Thailand (19%) 3. China (14%) 4. Vietnam (9%)	Requires obtaining food registration (ML) number from BPOM*, takes up to 6 months.	Demand for healthier bakery, cereals and pasta options continue to increase.
Cheese \$164 million 31,051 MT	1. New Zealand (36%) 2. USA (27%) 3. Australia (12%) 4. Argentina (8%)	Requires establishment, import recommendation, import permit approval and ML number, a lengthy process.	Local cheese production is dominated by processed cheeses; most the hard/semi-hard, and fresh cheeses are imported.
Condiments & sauces \$125million 70,695 MT	1. China (27%) 2. Malaysia(20%) 3. Thailand (18%) 4. Singapore (9%)	Requires obtaining food registration (ML) number from BPOM*, takes up to 6 months.	Rapid urbanization and rising appetite for foreign food items are the key drivers for the demand of these products.
Chewing Gum & Candy \$119 million 44,642 MT	1. China (79%) 2. Malaysia (8%) 3. Vietnam (4%) 4. Belgium (2%) 11. United States (1%)	Requires obtaining food registration (ML) number from BPOM*, takes up to 6 months.	The younger consumers drive sales of this category.

*BPOM: Indonesia's Food and Drug Administration

Source: Trade Data Monitor

SECTION IV. BEST PRODUCT PROSPECTS CATEGORIES

Best Prospective U.S. Products for the Indonesian Food Retail Market

- Fresh fruits
- Beef
- Cheese
- Snack foods
- Frozen food
- Condiments

Top Consumer-Oriented Products Imported from the World

- Beef
- Garlic
- Food preparation: non-dairy creamer, food supplement etc
- Milk and cream powder
- Sauces
- Grapes
- Apples
- Pears
- Malt Extract
- Mandarin
- Whey and lactose
- Dog and cat food
- Butter
- Longan
- Coffee
- French fries

Top Consumer-Oriented Products Imported from the United States

- Milk and cream powder
- Food preparation: food supplement and flavouring
- Apples
- Frozen beef
- Grapes
- French fries
- Malt extract
- Whey and lactose
- Almonds
- Onion powder
- Cheese
- Raisins
- Oranges
- Dog and cat food

Products Not Present in Significant Quantities but which have Good Sales Potential

- Wine
- Cherries
- Plums
- Avocado
- Blueberries
- Strawberries
- Pistachios
- Fresh cut flowers
- Prunes
- Peaches
- Soups and broths

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

FAS – U.S. Embassy Jakarta
Web: www.usdaiindoneisa.org
E-mail: AgJakarta@fas.usda.gov
Tel: +62 21 50831162

Food Standard and Registration
The National Agency for Drug and Food
Control (BPOM)
Web: www.pom.go.id

Indonesian Food & Beverage Association
Web: www.gapmmi.or.id
Email: gapmi@cbn.net.id

Indonesian Fruit & Vegetables Exporters &
Importers Association
Email: info@aseibssindo.org

Association of Indonesian Meat Importers
Email: asp_1984@cbn.net.id

National Meat Processor Association
Email: nampa@napa-ind.com

Dairy and Meat Approval Directorate
General of Livestock and Animal Health
Services
www.ditjennak.pertanian.go.id

Animal/Plant Quarantine and Inspection
Indonesian Agricultural Quarantine Agency
www.karantina.pertanian.go.id

Attachments:

No Attachments