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**Report Highlights:**

Indonesia's gross domestic product (GDP) grew by 5.1 percent in 2023, making its economy the 16th largest globally. The United States is the second largest supplier of agricultural products to Indonesia with an 11-percent market share in 2023. Major exports include soybeans, wheat, cotton, milk powder, feeds and fodders, dairy, fresh fruit, and beef and beef products. These products also have the best growth potential due to insufficient local production to meet the growing demand for these goods. Despite an often challenging and unpredictable regulatory environment, especially for those products that compete with local goods, opportunities exist for exporters to supply Indonesia's developed tourism market, growing food processing industry, and modern retail channels.

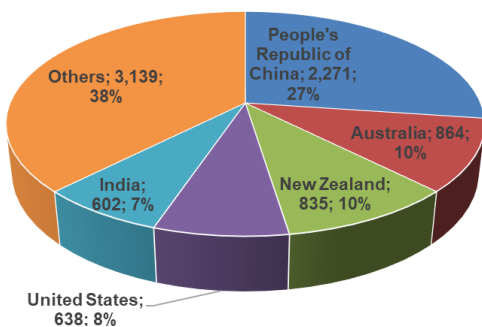
Post: Jakarta

## Market Fact Sheet: Indonesia

### Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 279 million in 2023. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2023, Indonesia's GDP reached \$1,355 billion and GDP per capita reached \$4,857 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2023, agricultural imports reached \$27.8 billion, including \$8.3 billion of consumer-oriented products. Soybeans 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, 2023 (million USD)



Source: TDM

### Food Processing Industry

The food processing industry is comprised of approximately 8,639 large and medium-sized producers; 1.7 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 \$103 billion in 2023 (traditional grocery retailers held 77 percent of the market share). 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 totalled nearly \$26.3 billion in 2023. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

#### Quick Facts CY 2022

**Consumer-Oriented Product Imports:** \$8.3 billion  
U.S. Share (8%) – \$638 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) 2023

Food Exports	\$38
Food Imports	\$6
Modern Grocery Retail	\$25
Food Service	\$30
Food E-commerce	\$4
Traditional Market (small local grocers)	\$79

#### 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 2023

Population (millions): 279

GDP: \$1,355 billion

GDP per capita: \$4,857

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

#### Strengths/Weaknesses/Opportunities/Challenges

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, onerous and unpredictable regulatory environment with non-transparent import regulations.

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## SECTION I. MARKET OVERVIEW

U.S. agricultural exports to Indonesia reached a record \$3.2 billion in 2023, with strong demand across bulk, intermediate and consumer-oriented goods. Already the largest economy in Southeast Asia, Indonesia is forecast to become the world's fourth largest economy by 2050<sup>1</sup>, behind the People's Republic of China, India and the United States. About 56 percent of the total population live on the islands of Java and Bali. Indonesia, with 34 provinces and a total population of 279 million, has some of the most densely populated areas on the planet, including the capital Jakarta (15,764 inhabits/km<sup>2</sup>). Indonesia is the fourth most populous country in the world, with the largest population of Muslims. Indonesia's demographic shift toward predominantly millennials and Gen Zers, accounting for 48 percent of the total population, combined with a growing middle class, are changing patterns of consumption and lifestyle. These consumers are increasingly seeking new products with a focus on health and nutrition. Indonesia's middle-class is forecast to reach 135 million by 2030<sup>2</sup>, further driving consumer demand while providing a significant opportunity for imported food and beverages.

Amidst the weakening global economy, Indonesia's economy grew 5.1 percent in 2023, supported by declining inflation and robust private consumption which accounted for more than 60 percent of 2023 growth. Indonesia's GDP growth in Q1-2024 also surpassed the average for middle-income countries. Economic growth is estimated to average 5.1 percent for 2024 – 2026 driven by public consumption as new social spending programs from the incoming administration take effect.<sup>3</sup>

**Table 1. Indonesia: Key Economic Data**

	2018	2019	2020	2021	2022	2023
Economic Growth (%)	5.2	5	-2.10%	3.70%	5.30%	5.10%
GDP (billion \$)	1,040	1,120	1,060	1,185	1,319	1,355
Inflation (%)	3.1	2.7	2	1.9	5.5	2.6
Unemployment (%)	5.3	5.2	7.1	6.5	5.9	5.3
Population (million)	265	268.1	270.2	273	276	279

Source: [Central Bureau of Statistics, Indonesia](#)

Indonesia's longstanding ambition for self-sufficiency in key agricultural areas remains a high priority for the government. Accordingly, many regulations issued to support the government's goal often create barriers for imported agricultural products, especially those which may compete with locally produced varieties. There are also increasing non-tariff measures (NTM) such as complex import approval processes involving multiple ministries, pre-shipment inspections, and certificate of analysis (COA) requirements, which have resulted in a much less transparent trade policy framework.

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<sup>1</sup> [PWC: The World in 2050](#)

<sup>2</sup> [McKinsey Global Institute](#)

<sup>3</sup> [World Bank: Unleashing Indonesia's Business Potential 2024](#)

**Table 2. Indonesia: Advantages and Challenges**

Advantages	Challenges
Positive economic growth and growing GDP per capita.	Indonesia’s tourism industry and foodservice sector had been negatively impacted by the COVID-19 pandemic, slowing demand for higher quality imported products and ingredients.
Indonesia is the largest economy in Southeast Asia, with a rapidly growing middle class.	Income inequality, especially in rural areas.
Modern grocery stores are expanding to regions outside Java and other major urban areas, increasing market presence for imported products.	U.S. consumer-oriented products (e.g., dairy, fresh fruit, and beef) face strong competition and tariff advantages from the People’s Republic of China, Australia, and New Zealand.
The convenience store format is the fastest growing modern sales channel.	A limited amount of imported packaged foods are currently sold through convenience stores.
<p>The quality, variety, and production of local fresh fruits is not stable.</p> <p>The food safety control system for U.S. Fresh Food of Plant Origin (FFPO) has been recognized by the Government of Indonesia (GOI). This status provides 78 U.S. horticultural products an exemption of quarantine documents including good agricultural practices, good handling practices, and certificate of analysis requirements prior to exporting to Indonesia.</p>	The GOI reviews U.S. FFPO recognition every three years, and the renewal process is not transparent. There are 28 horticultural products for which importers must obtain an import recommendation from the Ministry of Agriculture (MOA) and an import license from the Ministry of Trade (MOT) before being imported to Indonesia, often causing delays.
129 U.S. dairy and 21 U.S. beef manufacturing plants are eligible to ship to Indonesia, and new plants can apply for access.	<p>All food products of animal origin must be certified halal and require an import permit from the MOT.</p> <ul style="list-style-type: none"> <li>• Importers are required to obtain a registration number in order to sell processed and fresh animal products to retail establishments.</li> <li>• Under Law 33/2014, halal certification is mandatory for virtually all food and beverage products, with enforcement set to begin October 17, 2024.</li> </ul>
<p>U.S. food products have a reputation for quality among Indonesian consumers.</p> <p>Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, fresh fruit and vegetables, and pet food.</p>	Competition and promotions from New Zealand and Australia remain strong. Food product imports from China, Malaysia, and Thailand are also growing.

## SECTION II. EXPORTER BUSINESS TIPS

### Market Research

Contact information for many importers may not be available publicly. Many importers may operate multiple companies to provide easier clearance of goods through Customs. [FAS Jakarta](#) can assist exporters seeking initial market entry or information on potential buyers. U.S. exporters also can reach out to [local or regional USDA Cooperators](#) for additional market information.

It is critical to always conduct due diligence on importers before conducting any business, especially for first-time buyers. Indonesian Customs regulations make it very difficult to re-sell or re-export products that have arrived at Indonesian ports. Any change to the consignee will require approval from the original consignee. It is recommended that secure payment terms, such as a Letter of Credit, be used to the extent possible.

As halal certification will become mandatory for many ingredients/additives and for all processed food products (domestic and imported) starting on October 17, 2024, it is important for suppliers to determine whether mandatory halal certification applies to their products and, if so, whether halal certification is feasible and cost-effective for their products. For a complete list of all products that will be required to be halal-certified please see Ministry of Religious Affairs Decree No.748/2021 ([Unofficial English translation here](#)). U.S. suppliers may either get their products halal certified through a U.S. halal certifying body (HCB) accredited by Indonesia or directly with the Indonesian government. Please see [GAIN Report ID2024-0005](#) for a list of all U.S. HCBs accredited by Indonesia or how to halal certify products directly with the Indonesian government.

**Table 3: Trade Shows in Indonesia and Singapore**

Name of Event	Location	Date of Event	Website
Food and Hotel Indonesia 2024	Jakarta	23 – 26 July 2024	<a href="http://www.foodhotelindonesia.com">www.foodhotelindonesia.com</a>
Food Ingredients Asia 2024	Jakarta	4 - 6 September 2024	<a href="https://www.figlobal.com/asia-indonesia/en/home.html">https://www.figlobal.com/asia-indonesia/en/home.html</a>
Food & Hotel Asia 2024 (HORECA)	Singapore	22 – 25 October 2024	<a href="https://foodnhotelasia.com/">https://foodnhotelasia.com/</a>
SIAL Interfood 2024	Jakarta	13 - 16 November 2024	<a href="https://sialinterfood.com">https://sialinterfood.com</a>
Food & Hotel Asia 2025 (Food & Beverage)	Singapore	8 - 11 April 2025	<a href="https://foodnhotelasia.com/">https://foodnhotelasia.com/</a>

### Local Business Practices and Customs

U.S. exporters should be aware of the following business culture in Indonesia:

- Business deals can take longer to confirm as buyers prefer to build a good relationship before doing business.
- Buyers may be slow to respond to e-mails, especially if they do not know the sender. Indonesians generally prefer a face-to-face meeting.
- Flexible meeting arrangements. Meeting schedules may be subject to change.

- Buyers may communicate indirectly (e.g., "yes" does not necessarily mean they agree as culturally they may prefer not to say anything negative) with non-verbal signals.
- Indonesia has many different ethnic groups, but the Javanese are the largest ethnic group in the country. However, ethnic Chinese Indonesians operate many businesses in Indonesia.
- The Muslim holiday of Eid al-Fitr is the longest annual holiday in Indonesia. During the preceding month of Ramadan, many Indonesians fast and the pace of business slows.
- Giving gifts is a common practice when building business relationship especially during festive occasions (e.g., Eid al-Fitr, Christmas, Chinese New Year).
- It is not common to refer to someone by their first or last name. Indonesians instead often use courtesy titles such as Mr./Mrs. (Bapak/ Ibu).
- Batik is the national cloth, and many businessmen wear it as daily attire instead of a suit and tie.
- With over 86.9 million active WhatsApp users in Indonesia, businesses are increasingly using WhatsApp for communication instead of emails. Buyers tend to use WhatsApp messages for a quicker response from suppliers and will likely ask them for their WhatsApp number if interested in conducting business with them.
- Food retailers, foodservice companies, and wholesalers do not typically buy imported products directly. Instead, they work with either dedicated or specialized local importers.
- Importers must have an import license and import identification number before they are allowed to import certain food products into Indonesia, including dairy, beef, and horticultural products.

### **General Consumer Tastes and Trends**

- A growing number of Japanese, Korean, and Western restaurants offer high quality beef and seafood as the main course. One popular middle-class Japanese restaurant chain found all over Indonesia called Yoshinoya emphasizes its use of 100% U.S. beef for its beef bowls in all advertisements.
- Demand for premium baked goods has increased, requiring high-quality ingredients which are often imported (e.g., dairy products, dried fruits, nuts). Upscale bakery-café chains such as Paris Baguette, Tous Les Jours, and Monsieur Spoon, continue to expand their stores in Indonesia to cater to rising middle-class consumer preferences for premium café-style bakeries.
- Traditional and modern snack foods are popular in Indonesia and are increasingly combined with western styles by adding products such as cheese, premium beef, dried fruits, and nuts (e.g., almonds, raisins).
- Demand for healthy food is increasing, particularly among middle-to-upper income consumers. These consumers are well-educated and have easy access to information. Consumers are increasingly concerned about food additives, MSG, fat, sugar, salt, and preservatives in packaged food.
- Convenience stores are growing rapidly compared to other channels. These stores provide a wide range of food and beverage items e.g., ready-to-eat meals, ready-to-drink juice, coffee, milk, cheese, ice cream, confectionary products, baked goods, and packaged fresh fruit.
- Smaller package sizes are often preferred due to convenience, price considerations, and body weight concerns.

- More urban women are entering the workforce and choosing to continue working after marrying and having children. With less time available for shopping and cooking, these consumers seek time saving and convenience products such as frozen foods.
- During both Muslim and Chinese holiday seasons, consumer spending increases. The most important holiday seasons are Ramadan (i.e. the month-long Muslim fasting period in which food consumption goes up significantly), Eid al-Fitr (the Muslim celebration at the end of Ramadan), and Chinese Lunar New Year. Indonesians consume significantly greater amounts of flour, sugar, eggs, baking ingredients, poultry, meats, cheeses, cakes, cookies, pastries, nuts, and fresh and dried fruits during these holidays.
- The last three years of the COVID-19 pandemic have changed consumer attitudes toward perceived healthier, non-preservative foods and ready-to-eat and ready-to-cook foods.
- The number of Internet users in Indonesia reached 185.3 million in 2024, around 66.5 percent of the total population. Of this number, as many as 139 million people are active on social media, making it the largest population on social media in Southeast Asia, with demographics skewed towards young generations.<sup>4</sup> In fact, Indonesia always ranks among the top five countries in the world across all five social media platforms – Facebook, X, TikTok, YouTube, and Instagram. The expanding use of social media in Indonesia has benefited the food industry’s ability to capture the public’s attention, spark new trends, and provide extraordinary profits for the industry.

### **SECTION III. IMPORT FOOD STANDARDS & REGULATIONS / IMPORT PROCEDURES**

Please see the below links 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 information on the procedures and requirements for registering a food or beverage product for retail sale with the Indonesian Food and Drug Agency (BPOM).
- [Indonesia: Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report 2023](#) - This report provides detailed information on Indonesia’s regulations and standards for imported food and agricultural products.
- [Indonesia: Food and Agricultural Import Regulations and Standards - Certificates 2023](#) - This report provides detailed information on required certificates for the importation of food and agricultural products to Indonesia.
- [BPJPH Mandates Registration of Foreign Halal Certificates for Imports](#)
- [Tariffs and FTA Information - Based on HS Code](#)
- [List of U.S. Processed and Retail Products in Indonesia](#)
- [Guide to Re-selling Containerized Cargo After Arrival](#)
- Reports Listing Approved U.S. Establishments for Export to Indonesia: [Dairy Products](#), [Meat Products](#), [Pet Food](#)
- [Imported Dairy Products and New Foreign Dairy Import Facility Registration Questionnaire](#) (Guide for Dairy Establishment Approval)

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<sup>4</sup> [Digital 2024 - We Are Social Indonesia](#)



## SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

### Top 5 Consumer-Oriented Products for Growth

#### Dairy Products

Indonesia relies on imported dairy products to meet its domestic demand, approximately 80 percent of all dairy products are imported, including skim milk powder, whey, whole milk powder, lactose, and cheese. In 2023, Indonesia was the third largest importer of skim milk powder globally. Imported dairy products decreased by 14 percent in 2023 due to a multitude of factors, including problems obtaining import recommendations and import licenses, decreased consumer purchasing power, and election uncertainty. However, Indonesia's free school meals and milk program, which will begin next year at an estimated initial cost of over \$7.5 billion (120 trillion rupiah), will create a significant opportunity for dairy exports to Indonesia.

According to industry contacts, Indonesia is actively engaging local dairy producers to join the school milk program. Major players include international companies such as [Nestlé Indonesia](#), [Frisian Flag Indonesia](#), and [Sarihusada \(Danone\)](#), which make up nearly 40 percent of the Indonesian dairy market.<sup>5</sup> These companies offer a wide range of products across different categories and various packaging sizes, including powder, condensed, flavoured milk, and baby food. For further information regarding this sector please see Post's report on [Indonesia Dairy and Product Annual 2023](#).

#### Beef

In 2023, Indonesia recorded the highest bovine product imports in years, with a total volume of 307,825 MT due to a rise in demand in the manufacturing and foodservice trade. The high import volume was also driven by a 30-percent increase in Australian meat export volumes, mostly for manufacturing beef and offal, which was in line with higher levels of beef production in Australia. The United States is the third largest supplier of meat products to Indonesia after Australia (beef) and India (boneless buffalo meat), with a market share of 7 percent in terms of volume. There are increasing opportunities for beef exports to Indonesia, but the issuance of import licenses was significantly delayed for the past three years and import volumes have been increasingly reduced. On February 7, 2024, the approved import volume for 2024 was set at 145,250.60 MT, only one-third of the aggregate amount requested by importers in their original import applications.

Indian buffalo meat gained special access to the Indonesian market in 2016 and started being imported by state-owned enterprises (SOE) to stabilize beef stocks and prices. Brazilian beef, which gained special market access in 2019, has also seen a steady increase in import volumes. The SOE's market share of all imported meat products reached 37 percent. Indonesia faces high demand for beef during the Islamic holiday season between March-April, which is followed by rising beef prices in many parts of the country. Beef prices usually surge to record highs of around \$10 per kilogram for most fresh meat sold through traditional retail channels.

U.S. beef, which is primarily available in modern retail channels and the foodservice sector, faces strong competition from Australia and New Zealand suppliers. More than 50 percent of

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<sup>5</sup> Euromonitor International



U.S. beef exports are primary and secondary cuts. Other U.S. beef products that are exported to Indonesia include head meat, heart, and liver. Beef offal is mostly imported to produce processed products such as meat balls or other frozen meat products.

### **Fresh Fruits**

Although Indonesia grows a diverse range of tropical fruits and the volume of fruit imports is high, fruit consumption rate remains low at 88.5 grams per person daily, half the recommended WHO standard.<sup>6</sup> However, trends for healthier lifestyles are increasing demand for fresh fruit, especially in urban areas. Online purchases of fresh fruits emerged during the COVID- 19 pandemic and are likely to continue.

In 2023, Indonesia imported \$1.3 billion of fresh fruits, a decrease of 3 percent from the year before, due to lower imports of longan from Thailand and apples from China and the United States. Apples, pears, grapes, and citrus (mandarins, oranges, and lemons) accounted for 89 percent of total import volume. Other popular imported fruits include kiwis, plums, and tropical fruits (e.g. longan). Imported fresh fruits can be widely found in supermarkets and hypermarkets and are also available in convenience stores in the form of ready-to-eat packaging. Demand for imported fresh fruits such as oranges, mandarin, and grapes usually soar during the Chinese Lunar New Year and Eid al-Fitr festivals. However, significant regulatory challenges remain, particularly uncertainty surrounding the import license process. This year, the approval process for import licenses/recommendations for horticultural products took more than two months, causing many foreign suppliers to miss the lucrative, high-demand periods of Chinese Lunar New Year and Eid al-Fitr.

### **Snack Foods**

Modern retailers report strong demand for snack foods at locations across the country. Sales of imported packaged food products are mostly sold through supermarkets or hypermarkets. Although registration requirements for retail packaged products can be burdensome, exporters who find the right importing partner are often rewarded with limited competition from similar product categories. Snacking and gifting snacks are very popular in Indonesian culture, and the current expansion of upper-to-middle and premium supermarkets such as Ranch Market, Farmers Market, Grand Lucky, Kem Chicks, and AEON is creating more opportunities to introduce and sell imported snack products to Indonesian consumers.

In 2023, notable foreign investment in the snack foods manufacturing sector include PepsiCo's \$200 million commitment to build a new snack factory in Indonesia, which is expected to become operational by 2025. Healthier lifestyle trends are stimulating demand for natural snack products such as dried fruits and vegetables, pulses, and bread chips, and moving away from sugary, salty, and fat-laden products.

### **Processed Vegetables**

French fries or frozen potatoes are one of the main processed vegetable products imported to Indonesia. Imports of French fries increased by 26 percent in 2023, mostly from Belgium, which has a market share of 31 percent (\$43 million), followed by the United States with 21 percent (\$29 million), China with 18 percent (\$25 million), and the Netherlands with 16 percent (\$22

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<sup>6</sup> <https://en.tempo.co/read/1492623/indonesias-fruit-consumption-rate-still-below-who-standard-jokowi>

million). Most locally produced potatoes are intended for use as vegetables (mainly as ingredients for Indonesian dishes) and for the production of potato chips. Indonesia has not yet developed potato varieties suitable for French fries. Other popular imported processed vegetables include cassava starch, dried onion, and potato starch. Indonesia's imports of frozen potatoes from China increased substantially from \$408,000 in 2021 to \$25 million in 2023 and continued to increase in 2024.

### **Other Primary Ingredients**

Primary ingredients such as wheat, soybean, corn, and refined sugar are in high demand and frequently imported. Local production of these products is not sufficient to fulfil industry needs, and products such as wheat are not grown domestically. Production of wheat flour-based food is supplied entirely by wheat imports.

### **Market Sector Structure**

Agricultural imports are required to be conducted by general importers/distributors and producer importers. Retailers and food service operators cannot import directly; thus, they procure imported products from importers or distributors, and from food processing companies.

### **Retail Sector**

Indonesia's grocery retail sector remains one of the most promising markets in Asia, primarily due to a large population, growing middle class, and increasing urbanization. Indonesia presents opportunities for a full spectrum of consumer-oriented products. 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.

There are now more than 41,000 modern grocery stores in Indonesia. Convenience stores have contributed to the growth in sales of packaged food products in Indonesia as store expansions to rural areas have created opportunities to sell more packaged products. Comparatively, the growth of supermarkets and hypermarkets has been slow, with total stores reaching only 1,842<sup>7</sup>. For additional information, please see: [Indonesia: Retail Foods Update 2023](#).

### **Food Processing Sector**

In 2023, retail sales of packaged foods and beverages reached \$50 billion<sup>8</sup>. Large food processors such as [Indofood](#), [Nestlé Indonesia](#), [Frisian Flag Indonesia](#), and [Sarihusada \(Danone\)](#) led the way as they produced a variety of products such as snack foods, noodles, dairy products, and beverages. Indonesia currently imports around 65 percent of the raw materials needed for its growing food processing industry. Additionally, the Indonesian Food and Beverage Industry Association (GAPPMI) indicated that its members imported 80 percent of milk ingredients, 70 percent of soybeans, 100 percent of sugar, and 80 percent of certain salts that they used in their respective manufacturing processes. Please see the [Processing Ingredients 2024](#) report for further information.

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<sup>7</sup> Based on Euromonitor data 2023

<sup>8</sup> Based on Euromonitor data 2024

## **Foodservice Sector**

In 2022, the Indonesian foodservice industry was valued at \$29 billion, an almost 30 percent increase from the previous year, making it the largest foodservice market in Southeast Asia. The value of food service sales rebounded in 2022 but fell short of reaching pre-pandemic levels. Most of the leading foodservice players are American fast-food chains such as McDonald's, KFC, Pizza Hut, and Starbucks. U.S. food export prospects in this market include cheese, frozen potatoes, beef, fruits, pork, wine, and tree nut products, mostly used by international hotel chains, high-end restaurants, and international fast-food chains. Full-service restaurants accounted for 82 percent of total foodservice sales, followed by fast food (9 percent), cafés/bars (8 percent), street stalls (5 percent) and self-service cafeterias (1 percent). Please see the [Indonesia: Foodservice - Hotel Restaurant Institutional 2023](#) report for further information.

## **SECTION V. AGRICULTURAL AND FOOD IMPORTS**

Indonesia's agricultural imports increased by 52 percent in value terms since 2013, growing at an average annual rate of five percent. The United States is the second largest agricultural supplier to Indonesia, with an 11-percent market share. Soybean and dairy account for 50 percent of U.S. agricultural product shipments to Indonesia. Australia overtook the United States as the largest supplier of imported agricultural products to Indonesia for the first time in seven years in 2021 and continues to dominate the export of agricultural products to Indonesia, due mainly to a substantial increase in Australian wheat exports to Indonesia. According to the Indonesia Food and Beverage Association, the rising number of middle and upper-income consumers is boosting consumption and driving the expansion of the domestic food manufacturing sector, which constitutes approximately 82 percent of national food consumption. This market presents significant opportunities for a range of U.S. consumer-oriented products such as fresh fruits, dairy, nuts, and beef and beef products.

**Table 4. Indonesia: Agricultural Imports**

Indonesia Imports (US\$ million)	Imports from the World					Imports from the U.S.					U.S. Market Share (2023)
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	
Agricultural and Related Products	21,103	20,146	25,486	29,622	28,858	3,250	3,089	3,355	3,680	3,228	11.2%
Agricultural Products	20,148	19,408	24,572	28,405	27,721	3,164	3,011	3,273	3,583	3,161	11.4%
Consumer-Oriented Agricultural Total	6,526	6,036	7,282	8,781	7,890	644	720	701	863	633	8.0%
Dairy Products	1,552	1,611	1,895	2,483	1,943	252	377	316	465	336	17.3%
Fresh Fruit	1,368	1,154	1,387	1,351	1,310	100	84	78	64	48	3.6%
Beef & Beef Products	851	718	970	1,057	1,002	86	74	107	120	89	8.9%
Fresh Vegetables	626	690	769	756	824	0	1	1	1	2	0.2%
Soup & Other Food Preparations	504	509	650	806	684	91	95	116	106	65	9.5%
Spices	163	171	274	418	403	1	0	0	1	1	0.2%
Processed Vegetables	371	260	245	431	305	61	46	41	42	38	12.6%
Bakery Goods, Cereals, & Pasta	193	167	211	285	254	2	3	3	3	3	1.3%
Chocolate & Cocoa Products	191	145	187	276	247	2	1	1	13	8	3.3%
Processed Fruit	135	137	137	183	193	15	11	10	15	13	6.5%
Coffee, Roasted and Extracts	114	93	96	142	137	2	1	1	2	1	0.5%
Non-Alcoholic Bev. (ex. juices, coffee, tea)	105	88	118	148	132	2	5	5	2	2	1.6%
Chewing Gum & Candy	64	60	74	119	124	0	0	0	1	1	0.7%
Condiments & Sauces	100	90	109	125	124	4	3	3	4	4	2.9%
Tree Nuts	56	41	48	67	58	16	12	11	19	15	25.5%
Tea	64	46	44	49	47	2	3	2	1	1	2.8%
Fruit & Vegetable Juices	25	25	25	28	38	2	3	2	2	2	5.8%
Eggs & Products	11	12	13	15	20	0	0	0	0	0	0.3%
Pork & Pork Products	4	8	14	22	19	2	1	1	2	3	16.1%
Wine & Related Products	15	5	9	12	18	1	0	1	1	1	5.1%
Distilled Spirits	11	5	5	8	7	1	0	0	0	0	5.3%
Beer	2	0	1	2	3	0	0	0	0	0	0.0%
Poultry Meat & Prods. (ex. eggs)	1	1	0	0	0	1	1	0	0	0	30.3%
Other Consumer-Oriented Products	231	252	331	416	459	7	7	5	5	5	1.1%
Seafood Products	414	388	458	664	612	36	39	29	35	28	4.6%

Source: Trade data Monitor

### **Best High-value, Consumer-Oriented Product Prospects Categories**

Dairy products, fresh fruits, meat products, confectionery products, baked products, snacks, beverages, health and functional food and beverages, dried fruits, and nuts.

## **SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

### **Foreign Agricultural Service**

U.S. Embassy  
Jl. Medan Merdeka Selatan 5 Jakarta  
Web: <https://usda-indonesia.org/>  
E-mail: [AgJakarta@fas.usda.gov](mailto: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](http://www.pom.go.id)  
Tel: +62 21 4244691 / 42883309 / 42883462  
Call Center: 1500533

### **Indonesian Food & Beverage Association**

Web: [www.gapmmi.or.id](http://www.gapmmi.or.id)  
Email: [gapmi@cbn.net.id](mailto:gapmi@cbn.net.id)  
Tel: +62 21 29517511

### **Indonesian Fruit & Vegetables Exporters & Importers Association**

Email: [info@aseibssindo.org](mailto:info@aseibssindo.org)  
Tel: +62 21 72800343

### **Association of Indonesian Meat Importers**

Email: [info.aspidi@gmail.com](mailto:info.aspidi@gmail.com)  
Tel: +62 21 3454509

### **National Meat Processor Association**

Web: [www.nampa\\_ind.com](http://www.nampa_ind.com)  
Email: [nampa@napa-ind.com](mailto:nampa@napa-ind.com),  
[skrt\\_nampa@yahoo.com](mailto:skrt_nampa@yahoo.com)  
Tel: +62 21 7248455, 92907948

### **Dairy and Meat Approval**

Directorate General of Livestock  
and Animal Health Services  
Web: [www.ditjennak.pertanian.go.id](http://www.ditjennak.pertanian.go.id)  
Tel: +62 21 7815780

### **Animal/Plant Quarantine and Inspection**

Indonesian Agricultural Quarantine Agency  
Web: [www.karantina.pertanian.go.id](http://www.karantina.pertanian.go.id)  
Tel: +62 21 7816480 - 84, 7806482

### **U.S Cooperators and MAP Participants**

[U.S. Cooperators and MAP](#)

### **Attachments:**

No Attachments