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Report Highlights:

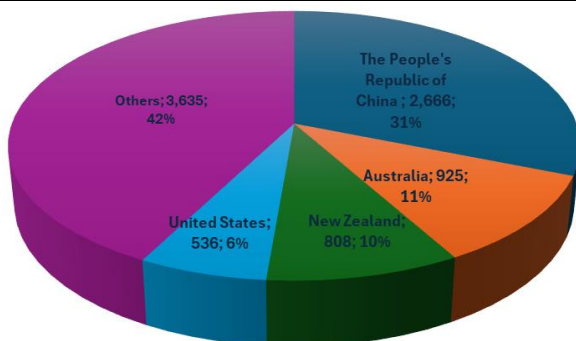
Indonesia offers significant opportunities for U.S. food ingredient suppliers to supply raw materials for its 100-billion-dollar food processing industry. The United States is the third largest agricultural supplier to Indonesia, with a 10 percent market share. Soybeans and dairy products made up about 52 percent of all U.S. agricultural products shipped to Indonesia in 2024. Halal certification will become mandatory for many foods, ingredients, and additives and for all processed food products starting on October 17, 2026. Ingredients and food products with good sales potential include dairy products, fresh fruit, pork, tree nuts, powdered cheese, dried egg yolk, baking inputs, sugars and sweeteners, textured soy protein, cornstarch, natural honey, odoriferous substances, wine, almonds, juices/concentrates, cherries, peaches, raspberries, blackberries, blueberries, prepared luncheon meats, frozen meals, and frozen bakery items.

Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 282 million in 2024. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2024, Indonesia's GDP reached \$1,371 billion and GDP per capita reached \$4,867 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2024, agricultural imports reached \$29.6 billion, consisting of \$8.6 billion in consumer-oriented products. Soybeans, animal feed, wheat, cotton, dairy products, and meat 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, 2024 (million USD)



Source: Trade Data Monitor, LLC

Food Processing Industry

The food and beverage processing industry is comprised of approximately 8,593 large and medium-sized producers and 1.8 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 \$95 billion in 2024 (traditional grocery retailers held 73 percent 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 contribution to GDP totalled nearly \$27.8 billion in 2024. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

Quick Facts CY 2024

Consumer-Oriented Product Imports: \$8.6 billion
U.S. Share (6%) – \$536 million

Top 10 Imported Growth Products:

- 1) dairy products
- 2) baking inputs
- 3) chocolate
- 4) baby food
- 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) 2024

Food Exports	\$39
Food Imports	\$6
Modern Grocery Retail	\$22
Food Service	\$30
Food E-commerce	\$1
Traditional Market (small local grocers)	\$69

Food Industry: \$95 billion (2024)

Top 10 Retailers

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

GDP/Population 2024

Population (millions): 282
GDP: \$1,371 billion
GDP per capita: \$4,867

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

Strength/Weakness/Opportunities/Challenge

Strengths	Weaknesses
Large consumer base with growing incomes; younger consumers seeking new experiences and products	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 Indonesian processed products	Challenging business climate; unpredictable regulatory environment; restrictive allowed import quantities; onerous facility registration and import requirements and processes

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Section I: Market Overview

The Indonesian food processing industry serves a domestic population of 282 million and is increasingly seeking new export markets in the region and globally. Java Island remained Indonesia's main economic driver in 2024, accounting for 56 percent of the country's economy.

Indonesia is Southeast Asia's largest economy and continues to offer significant market potential for U.S. suppliers of food products 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, and corn.

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 continue growing. 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.

However, Statistics Indonesia (BPS) reported in October 2024 that the number of middle-class consumers had fallen from 57.33 million in 2019 to 47.85 million in 2024, a decline of 9.48 million over the last five years. Consequently, middle- and lower-income consumers increasingly have to find alternative, cheaper staple foods as sources of carbohydrates and protein. Despite declining purchasing power and a shrinking middle class, the processed food and beverage industry grew by 5.9 percent in 2024. This growth was driven by essential products such as instant noodles, milk, and spices, while discretionary items like candy and snacks faced challenges.

Overall, wheat, sugar, soybeans, beef, corn, peanuts, dairy products, and other processed food ingredients such as non-dairy creamer and flavoring accounted for almost 45 percent of Indonesia's total agricultural imports in 2024. 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.

Major Food and Beverage Expansions in 2024:

- PT Mulia Boga Raya, one of the largest cheese producers in Indonesia, is set to invest \$44 million to build a new production facility in West Java, to meet surging demand¹.
- China's Eastroc Beverage has recently unveiled plans to invest up to \$200 million to build a factory in Indonesia as it seeks to meet growing demand for high-standard soft drinks among consumers in Southeast Asian countries².
- Indonesia's largest gummy candy maker PT Yupi Indo Jelly Gum plans to raise as much as \$136 million through an initial public offering (IPO) to fund a new manufacturing facility and support business expansion in 2026³.

¹ <https://www.thejakartapost.com/business/2025/03/14/local-cheese-producer-to-double-output-with-new-factory.html>

² <https://asiafoodbeverages.com/chinas-energy-drink-producer-to-set-up-plant-in-indonesia/>

- In January 2025, PepsiCo commenced the production of its world-renowned snack product Cheetos in Indonesia, followed by production of its Lays and Doritos products. These projects are part of PepsiCo’s 2023 investment plans estimated at \$200 million over a 10-year period⁴.
- Frisian Flag Indonesia (FFI) has officially opened a new factory in Indonesia with an investment of \$278 million, making it the largest production investment in the world for Friesland Campina, the parent company of FFI. The new production facility aims to meet the growing domestic demand for dairy products⁵. Recently, FFI has also expanded their product line into the cheese market with affordable processed cheddar cheese blocks⁶.

Table 1: Key Economic Data

Description	2020	2021	2022	2023	2024
GDP (\$billion) *	1,095	1,190	1,245	1,355	1,371
GDP/Economic growth	-2.1%	3.7%	5.3%	5.1%	5%
F&B industry growth	1.6%	2.5%	4.9%	4.5%	5.9%
Value of F&B industry (\$billion)	74.9	78.6	78.7	88.7	99.8
Contribution F&B industry to GDP	6.8%	6.6%	6.3%	6.6%	6.9%
Investment realization in F&B sector (\$billion)	3.5	4.1	5.9	5.8	5.6

Source: BPS - Statistics Indonesia 2025

*GDP at market prices

Advantages	Challenges
Large consumer base with a total population around 282 million, dominated by millennials and Gen Z, who account for 47 percent of the population ⁷ .	Challenging to expand some U.S. products beyond middle and upper-income consumers due to price-sensitivities.
Indonesia does not produce or produce sufficient quantities of key ingredients or specific varieties (e.g., wheat, fresh milk, beef, dried fruit, 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. Allowed import quantities are restricted for many products/ingredients.
Indonesian consumers’ knowledge of and demand for imported and/or healthier food products and ingredients has increased.	This typical consumer is only concentrated in urban areas.

³ <https://www.thejakartapost.com/business/2025/03/07/gummy-giant-yupi-seeks-ipo-to-fund-new-factory-global-expansion.html>

⁴ <https://en.tempo.co/read/1987052/cheetos-lays-doritos-will-return-to-indonesia>

⁵ <https://www.frieslandcampina.com/news/frieslandcampina-makes-record-investment-new-frisian-flag-indonesia-dairy-plant-opened/>

⁶ <https://www.antaranews.com/berita/4704141/frisian-flag-kini-miliki-produk-keju-kental-manis-dan-blok-cheddar>

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

Advantages	Challenges
Upper middle-income consumers are more likely to purchase from modern stores due to convenience and quality. Continued growth in the grocery retail sector support great prospects for the food manufacturing sector.	About 85 percent of modern grocery retailers are minimarkets/convenience stores, which mostly sell local products. ⁸
Approximately 65 percent of ingredients are imported.	Meat and dairy products / ingredients are required to be halal-certified. Most agricultural products and all processed products sold in Indonesia will be required to be halal certified by October 17, 2026.
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 fulfil the minimum order required by U.S. suppliers.

Section II: Roadmap for Market Entry

Entry Strategy

Please see [Exporter Guide 2024](#) 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.

Mandatory Halal Certification

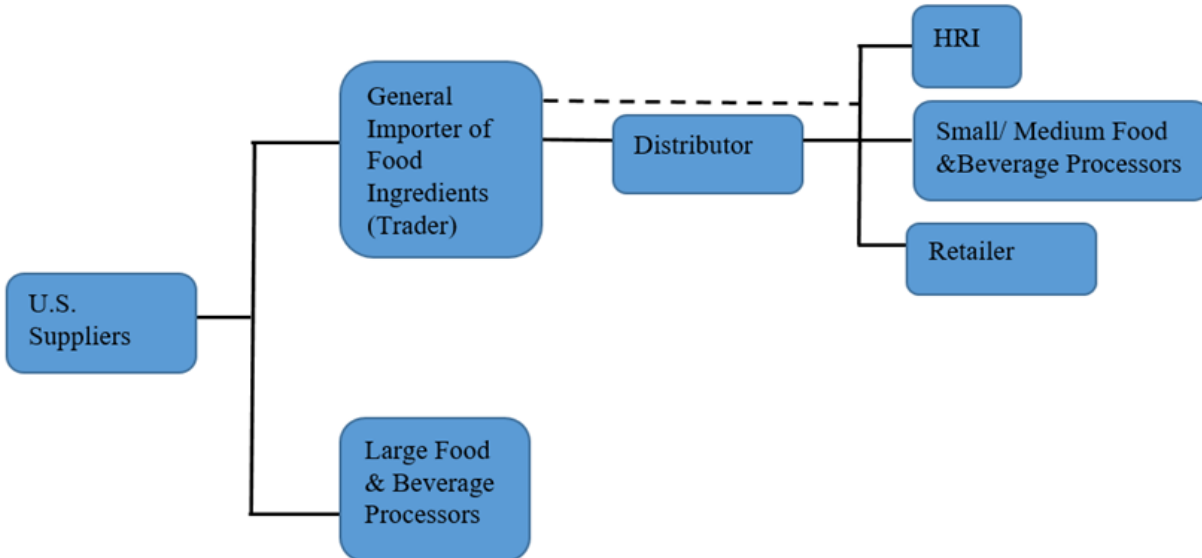
Once fully implemented, the 2014 Halal Law will make halal certification mandatory for most food, beverages, ingredients, and additives, including all processed food products (domestic and imported). However, the implementation deadline has been extended several times to allow more time for local and foreign companies to come into compliance with mandatory halal certification, registration, and labelling requirements amidst revisions in implementing regulations. Most recently, on October 17, 2024, the Government of Indonesia issued Government Regulation No. 42/2024 on the Implementation of the Halal Product Assurance Sector. This regulation granted an extension until, “no later than October 17, 2026” for imported food and beverage products to come into compliance with Indonesia’s mandatory halal certification requirements.

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](#)). Please see GAIN Report [ID2024-0005](#) for a list of all U.S. halal certifying bodies accredited by Indonesia or how to halal certify products directly with the Indonesian government.

⁸ Euromonitor International 2023

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. This is 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 8,593 large and medium-sized food and beverage manufacturers and 1.8 million micro and small establishments in Indonesia. The number of Indonesian workers in the food and beverage processing industry stands at 5.1 million, or 32 percent of the total workforce in the manufacturing sector⁹.

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 Mayora Indah, Danone, Wings, Nestlé, 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 foods throughout Indonesia.

⁹ [Statistics Indonesia 2025](#)

Table 2: Indonesia Retails Sales of Packaged Foods and Beverages (in USD million)

Retail food/ beverage	2020	2021	2022	2023	2024
Rice	8,274.80	9,150.13	9,703.01	10,545.54	11,638.22
Noodles	3,029.10	3,360.17	3,534.07	3,669.46	3,898.59
Baked Goods	2,521.12	2,756.68	3,172.83	3,393.63	3,583.87
Bottled Water	2,387.30	2,501.10	2,615.00	2,900.50	3,308.50
Other RTD (carbonates, concentrates, juice, etc.)	2,344.90	2,470.90	2,733.90	2,873.10	3,044.90
Baby Food	2,496.80	2,571.55	2,598.63	2,654.53	2,731.59
Drinking Milk Products	2,170.49	2,362.20	2,335.76	2,411.17	2,528.79
Sauces, Dips and Condiments	1,971.98	2,171.27	2,312.59	2,426.02	2,502.98
Processed Meat, Seafood and Alternatives to Meat	1,553.77	1,781.57	1,951.59	2,186.03	2,474.21
Sweet Biscuits	1,938.72	2,087.41	2,214.82	2,249.60	2,433.15
Cooking Oil	2,095.56	2,450.45	2,252.92	2,151.54	2,109.42
RTD Tea	1,215.90	1,266.00	1,396.50	1,456.00	1,540.60
Other Dairy	1,023.43	1,124.48	1,238.95	1,318.04	1,415.52
Salty Snacks	920.09	986.33	1,044.14	1,043.32	1,141.12
Ice Cream	838.45	999.06	1,036.62	1,037.38	1,069.98
Sugar Confectionery	1,061.19	964.07	984.76	963.77	998.78
Chocolate Confectionery	913.97	916.55	922.37	935.81	892.91
Yoghurt and Sour Milk Products	461.11	552.92	634.48	653.93	682.84
Nuts, Seeds and Trail Mixes	601.10	643.15	652.49	640.37	657.49
Cheese	252.07	338.16	406.83	504.65	623.36
Savory Biscuits	410.64	436.67	447.64	444.55	475.00
RTD Coffee	268.30	274.80	317.20	347.40	393.50
Sweet Spreads (honey, chocolate/ jam/ nut spreads)	185.69	213.67	235.79	259.79	285.46
Breakfast Cereals	131.44	147.61	161.21	178.55	192.88
Butter and Spreads	130.87	144.72	152.41	165.93	179.79
Other Savory Snacks	136.15	147.24	161.99	152.95	163.20
Plant-based Dairy	91.87	107.20	126.92	143.15	162.99
Gum	101.30	90.13	85.91	75.52	70.18
Processed Fruit and Vegetables	45.20	48.94	50.47	54.92	58.72
Pasta	30.13	32.39	41.01	45.60	48.26
Meals and Soups	20.18	22.36	23.68	24.94	25.91
Snack Bars	14.13	13.25	12.48	12.55	12.88
Fruit Snacks	10.53	11.19	11.31	11.48	12.04
Popcorn	4.88	4.88	4.82	4.83	4.96

Source: Euromonitor International

Table 3: Top Company Profiles & Product (2024)

No	Global Company Name	Product Portfolio	Retail Sales Value (USD million)
1	Indofood Sukses Makmur Tbk PT	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	4,624.8
2	Mayora Indah Tbk PT	Biscuits, beverages (coffee, tea, bottled water), candy, wafer & chocolate, coffee, cereal, instant food (noodles and porridge)	2,471
3	Danone Group	Bottled water, baby food and maternal milk products	2,060.8
4	Wings Corp	Instant noodles, sauces, powdered drinks, RTD beverages (tea, juice, energy drinks), coffee	1,802.4
5	Nestlé SA	Confectionery and chocolate, coffee, beverages (drinking milk and RTD beverages), breakfast cereals, condensed milk	1,210.3
6	Royal Friesland Campina NV	Drinking and condensed milk products	1,130.3
7	Unilever Group	Soy sauce, juice, ice cream, tea, mayonnaise, bouillon (seasoning)	1,113.8
8	Kraft Heinz Co.	Juices, condiments and sauces, baby food	1,022.4
9	Garuda Food Group	Snacks and dairy products	836.3
10	Coca Cola Indonesia	Soft drinks	675.5

Source: Euromonitor International and Company Website

Sector Trends

Most Indonesian consumers prefer products with strong flavors such as sweets, chocolates, fruity flavors, and chili. There are also popular plant-based ingredients in the local market such as soybeans, wheat, spices, etc. As consumers become increasingly more health conscious in urban areas (a trend that started prior to the COVID-19 pandemic but was magnified during the pandemic), companies are offering more products touting health benefits.

Plant-based products: Middle and upper-class urban Indonesians, particularly younger generations (18-40s), are more health conscious, and plant-based eating trends continue to increase. This trend can also 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. Major players in the market are Green Rebel (plant-based beef, chicken and dairy-free products), Unilever (plant-based processed meat), and Meatless Kingdom (mushroom-based meat alternatives), among others. 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: The Indonesian Wheat Flour Producers Association (APTINDO) reported that rising domestic rice prices have driven increased consumption of wheat-based instant noodles, particularly among lower-income households. Meanwhile, Indonesia's middle class, largely composed of Generation Z consumers, is fueling demand for innovative food experiences. More upper-end restaurants, noodle stalls serving creative plating, and bakeries

offering new and globally trending flour-based food products are opening such as [Tous Les Jours](#), [Monsieur Spoon](#) and [Paris Baguette](#). For more information, please see FAS Jakarta's 2025 Grain and Feed Annual, which will be published in early April.

Dairy products: Indonesia relies on imported dairy products to meet its domestic demand. In 2024, Indonesia was the third largest importer of skim milk powder globally. Major dairy 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 products (e.g., skim milk powder) is high, and these products are mostly used as an ingredient by large food and beverage manufactures. Fresh, shelf-stable (UHT), flavored, and condensed milk make up 60 percent of dairy consumption, while powdered milk, cheese, food service, and other uses account for the other 40 percent.

Dairy demand is projected to rise over the next five years due to the roll out of the national Free Nutritious Meals Program, which features shelf-stable milk. The program is a signature campaign promise of the newly sworn-in Prabowo administration with the original goal of providing free meals with milk to over 82 million beneficiaries daily by 2029. Indonesia would need an estimated additional 4.7 million metric tons of milk annually to meet the added demand of this program once implemented in full, which would in the short term require large increases in imported milk powder and other dairy ingredients while Indonesia grows its domestic dairy herd. For more information, please see [Dairy and Product Annual 2024](#). However, the size of the program and its budget plus the current lack of regulatory structure presents various implementation challenges.

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 traditional 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.

Snack foods: According to Euromonitor International, Mayora Indah is the leading player in Indonesia's snack industry, with a market share of around 18.5 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. Within the snack category, savory snacks are a mature category in Indonesia and salty snacks sales have declined in retail channels. There is also increasing demand for healthy but convenient products from busy urban consumers, who are shifting their preferences to what they perceive as more nutritious snack foods.

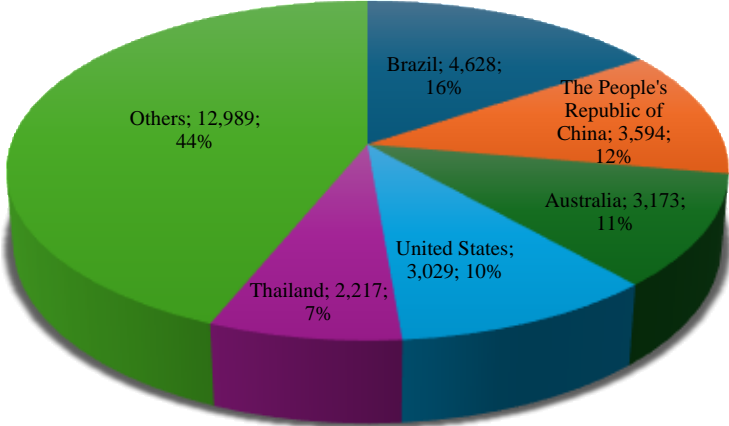
Section III: Competition

Indonesia's agricultural imports have increased by 55 percent in value since 2014, growing at an average annual rate of 5 percent. The United States is the fourth largest agricultural supplier to

Indonesia, with a 10-percent market share. Main competitors include Brazil (for soybean meal, wheat, and corn), Australia (for wheat, beef, and fresh fruit), China (for fresh fruit), and Thailand (for fresh fruit). Soybeans and dairy products account for 50 percent of U.S. agricultural product shipments to Indonesia. Brazil and China in particular experienced strong export growth to Indonesia in 2024, largely due to a boost in demand for cane sugar and fresh fruit (grapes, apples, and pears).

Indonesia has signed 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, consistency, and availability.

Indonesia’s Top 5 Suppliers of Agricultural Products in 2024 (in USD millions)



Source: Data from Trade Data Monitor, LLC

Table 4: Competitive Situation for Select Food Ingredients in 2024

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Local Market Situations
<p>Wheat</p> <p>Total imports: \$3.6 billion From USA: \$198 million</p>	<ol style="list-style-type: none"> 1. Australia (26%) 2. Canada (24%) 3. Ukraine (19%) 4. Argentina (11%) 5. Russia (10%) 6. USA (5%) 	<ul style="list-style-type: none"> • Australia has a geographic proximity and lower tariff advantages. • Indonesia also prefers Australian wheat due to quality preferences specific to noodle production (yellowish color). 	<ul style="list-style-type: none"> • No wheat produced domestically. • Limited availability of wheat breeds suitable for Indonesian soils. • With rising demand from population growth, new flour-based food trends, and diversification, the industry's prospects remain strong.
<p>Dairy</p> <p>Total imports: \$1.8 billion From USA: \$253 million</p>	<ol style="list-style-type: none"> 1. New Zealand (40%) 2. USA (14%) 3. Australia (11%) 	<ul style="list-style-type: none"> • 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"> • Demand for dairy-based products continue to increase, but local production of fresh milk remains low (only around 15%) and of lower quality. • Local cheese production is dominated by processed cheeses using mostly imported raw ingredients.
<p>Soybeans</p> <p>Total imports: \$1.4 billion From USA: \$1.2 billion</p>	<ol style="list-style-type: none"> 1. USA (89%) 2. Canada (10%) 3. Argentina (1%) 	<ul style="list-style-type: none"> • Indonesian tempeh and tofu producers prefer to buy U.S. soybeans due to supply consistency, quality, texture, and bean color. • Indonesia's MFN rate for soybeans from all origins is 0%, helping U.S. soybeans remain competitive. 	<ul style="list-style-type: none"> • Soybeans are categorized as secondary crop after rice and corn. As a result, local production is low and only able to fulfil around 13% of total food use consumption. • The 2025 Free Nutritious Meals Program's inclusion of tofu and tempeh is set to boost soybean consumption.
<p>Sugars & Sweeteners:</p> <p>Total imports: \$3.4 billion From USA: \$3 million</p>	<ol style="list-style-type: none"> 1. Brazil (56%) 2. Thailand (18%) 3. Australia (13%) 	<ul style="list-style-type: none"> • Thailand and Australia benefit from preferential import duties from Free Trade Agreements. • Brazil offers competitive prices. 	<ul style="list-style-type: none"> • 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 Prospects

Products Present in the Market which have Good Sales Potential

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

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/concentrates, fresh cut flowers, cherries, avocados, peaches, raspberries, blackberries, blueberries, prepared luncheon meat, frozen meals, and frozen bakery items.

Products Not Present Because They Face Significant Barriers

Poultry and egg products.

Section V: Key Contacts and Further Information

Government Data Sources

Statistics 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; Indonesian Quarantine Agency

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

- Horticultural products: Directorate General of Horticulture, Ministry of Agriculture
- Live animals and animal-based foods: Directorate General for Livestock and Animal Health Service, Ministry of Agriculture
- Fresh animal products, seafood, fruits, and vegetables: Indonesian Quarantine Agency Agriculture
- Import licenses: Directorate General of Foreign Trade, Ministry of Trade
- Refined sugar, wheat flour, cocoa powder, bottled water, biscuit, instant coffee: Directorate General for Agro Industry, Ministry of Industry
- Halal products: Halal Product Assurance Agency
- Processed foods: National Agency of Drugs and Food Control (BPOM)
- Products standardization: National Standardization Agency (BSN)

Post Contact

Agricultural Affairs Office	Phone: +62 21 50831162
Physical Address: U.S. Embassy, Jl. Medan Merdeka Selatan 5 Jakarta	Email: Agjakarta@usda.gov
www.usda-indonesia.org / www.fas.usda.gov	

Attachments:

No Attachments