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**Report Name:** Food Service - Hotel Restaurant Institutional Annual

**Country:** Indonesia

**Post:** Jakarta

**Report Category:** Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

In 2023, the Indonesian foodservice industry was valued at \$26.3 billion, a 13 percent increase from the previous year, making it the largest foodservice market in Southeast Asia. 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, fruit, pork, wine, and tree nut products, mostly used by international hotel chains, high-end restaurants, and international fast-food chains.

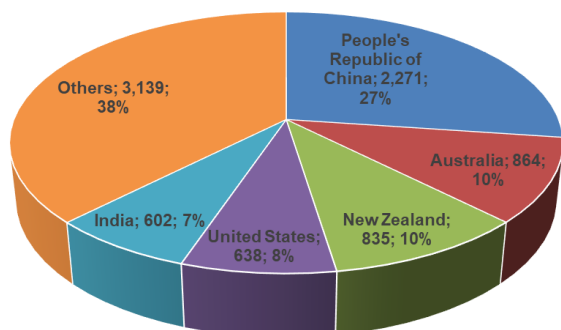
**Post:** Jakarta

**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, \$8.3 billion of which were consumer-oriented products. Soybeans and wheat are among the top U.S. agricultural imports. 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: Trade Date Monitor LLC

**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 (with traditional grocery retailers accounting for 76 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 totaled nearly \$26.3 billion in 2023. The sector is

dominated by small restaurants and street-side restaurants known as *warungs*.

**Quick Facts CY 2023**

**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 (2023)**

**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

**Strength/Weakness/Opportunities/Challenges**

<b>Strengths</b>	<b>Weaknesses</b>
Large consumer base with growing incomes; younger consumers seeking new experiences / products; expanding middle class aspiring to a modern lifestyle.	Inadequate infrastructure, including ports and cold storage facilities outside of the main island of Java. Income inequality, especially in rural areas.
<b>Opportunities</b>	<b>Challenges</b>
Rapid growth of retail sector and food service sector; expanding online sales platforms; growing export demand for processed products; 65 percent ingredients are imported.	Challenging business climate, onerous and unpredictable regulatory environment with non-transparent import regulations, mandatory halal certification.

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## SECTION I. MARKET SUMMARY

With a number of advantages, including a growing young and working population, and a large domestic market, Indonesia presents excellent business opportunities for international and local foodservice players. Indonesia is the largest food service market among ASEAN countries. In 2023, the Indonesian hotel, restaurant, and institutional sector's value totaled \$26.3 billion, up almost 13 percent from 2022. The value of food service sales also rose in 2023, reaching even higher than pre-COVID-19 pandemic levels. Full-service restaurants accounted for 79 percent of total foodservice sales, followed by fast food (8 percent), cafés/bars (7 percent) and street stalls (5 percent).

Current trends in Indonesia's foodservice industry include:

### Specialty coffee shop chains and cafés

The number of coffee shop chains in Indonesia has been continuously growing since 2018, even during the COVID-19 pandemic. These chains tend to serve a variety of snacks and baked goods in addition to coffee and other beverages. In Indonesia, frequenting such venues is a growing trend amongst middle- to high-income consumers, especially younger generations. The local coffee chain [Kopi Kenangan](#), founded in 2017, has grown to more than 900 outlets across 60 cities in 2023 and expanded to other Southeast Asian markets. Additionally, Tomoro coffee, which opened in 2022, has 600 stores in Indonesia and aims to open 3,000 locations across Indonesia and other Southeast Asian markets. These two local coffee shop chains also tend to be innovative in terms of their menu ranges. They are offering more chocolate, fruit-based or blended ice-based drinks, which are targeted at consumers seeking out new taste sensations.

### Online food delivery

Indonesia's digital foodservice sector has been growing rapidly and is currently the largest in Southeast Asia in terms of sales. Currently, "super-apps" such as [GoFood](#), Tokopedia, and GrabFood dominate the delivery service and online orders, expanding into second-tier cities and partnering with popular restaurant chains, including international and local brands. In 2023, GoFood recorded having more than 20 million merchants on their platform in Indonesia, an increase of 11 percent from the previous year.

### Bakery shops

The growth of premium bakery shops in Indonesia offering a wide variety of artisanal breads, desserts, and pastries is driven by millennials and consumers who are increasingly adopting a westernized culinary lifestyle. Premium bakery chains in Indonesia include [Paris Baguette](#), [Monsieur Spoon](#), [Union](#), Paul, and [The Harvest](#).

**Table 1. Key Economic Data**

Year	2018	2019	2020	2021	2022	2023
GDP (\$billion) *	1,042	1,120	1,059	1,185	1,319	1,355
Economic Growth (%)	5.2	5.0	-2.1	3.7	5.31	5.10
Value of F&B Service Activity (\$billion)	21.83	24.53	22.65	23.34	23.32	26.32

Source: [Central Bank of Indonesia](#)

\*GDP at market prices

**Table 2. Indonesia: Advantages and Challenges for U.S. HRI Food Products**

Advantages	Challenges
Population of 279 million, 57 percent urbanization, and 48 percent millennials and Gen Z, growing middle class creating strong demand and potential for imported agricultural products.	Competition from similar imported products from Australia, New Zealand, and the People’s Republic of China (PRC) which may enter duty-free.
Consumers are increasingly seeking new and unique products and tastes beyond traditional local cuisines.	Importing products to Indonesia presents challenges due to the country’s complex regulatory requirements, such as import licensing for many agricultural products, facility registration for animal products, mandatory halal certification for most food and beverage products, and other non-tariff barriers.
International restaurants, hotel chains, boutique hotels, and specialized cafés are increasingly using high-quality imported products such as meat, pork, wine, cheese, fruit, etc.	Animal based products must have an import recommendation from the MoA, product registration from The National Agency for Drug and Food Control (BPOM) as well as an import permit from the MOT.
U.S. food products have an excellent reputation and considered high- quality, healthy, and consistently available.	Imported products are more expensive compared to domestic goods.
Indonesia has a strong “dine-out” and domestic travel culture.	The availability of U.S. foods is limited to restaurants, in first and second tier cities.

## SECTION II. ROAD MAP FOR MARKET ENTRY

### A. Entry Strategy

There are several well-attended food shows in Indonesia which provide great opportunities to offer new-to-market products and are good first-step market entry venues (see Table 3). In addition, the following reports or websites provide useful information on import regulations, market entry guidance, and import duties:

1. [Food and Agricultural Import Regulations and Standards - Annual Report 2023](#)- This report provides information on Indonesia’s import requirements for food and agricultural products.
2. [Food and Agricultural Import Regulations and Standards - Export Certificate 2023](#)- This report provides information on certificates required to export food and agricultural products to Indonesia
3. [Exporter Guide 2024](#) - This is a useful tool for new-to-export companies which provides an overview of the market dynamics and trends and practical tips on doing business in Indonesia.
4. [Indonesia Halal Overview](#) - This report provides an overview of relevant regulations, decrees, and standards related to halal certification and the implementation of Indonesia’s 2014 Halal Law.
5. [Guide to Re-selling Containerized Cargo After Arrival](#) - This report provides an overview of the general procedures for re-selling containerized cargo after arrival to Indonesia.
6. [Tariffs and FTAs Information](#) - Based on HS code.
7. Approved U.S. establishments: [Dairy Products](#), [Meat Products](#)
8. [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.

**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 their products halal certified, registered and labeled accordingly 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. 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 ID 2024-0005](#) for a list of all U.S. HCBs accredited by Indonesia or how to halal certify products directly with the Indonesian government. For additional information on halal regulations, please see the following reports: [Indonesia Notifies Draft Decree on Materials that are Exempted from Mandatory Halal](#); [Clarifications on Decree 748 on Type of Product Required to be Halal Certified](#) and [Indonesia Confirms Extension for Mandatory Halal Certification for Imported Food and Beverage Products and Annulment of Apostille Requirement](#).

**Table 3. Trade Shows in Indonesia**

Name of Event	Location	Dates of Event	Website
Food and Hotel Asia, Food & Beverage 2025	Singapore	April 8 – 11, 2025	<a href="https://fhafnb.com/">https://fhafnb.com/</a>
Food and Hotel Indonesia 2025	Jakarta	July 22 – 25, 2025	<a href="http://www.foodhotelindonesia.com">www.foodhotelindonesia.com</a>
SIAL Interfood 2025	Jakarta	November 12 – 15, 2025	<a href="https://sialinterfood.com/">https://sialinterfood.com/</a>
Food, Hotel & Tourism Bali, 2026	Bali	April 28 – 30, 2026	<a href="https://www.fhtbali.com/">https://www.fhtbali.com/</a>
Food Ingredients Asia 2026	Jakarta	September 16 – 18, 2026	<a href="https://www.figlobal.com/asia-indonesia/en/home.html">https://www.figlobal.com/asia-indonesia/en/home.html</a>

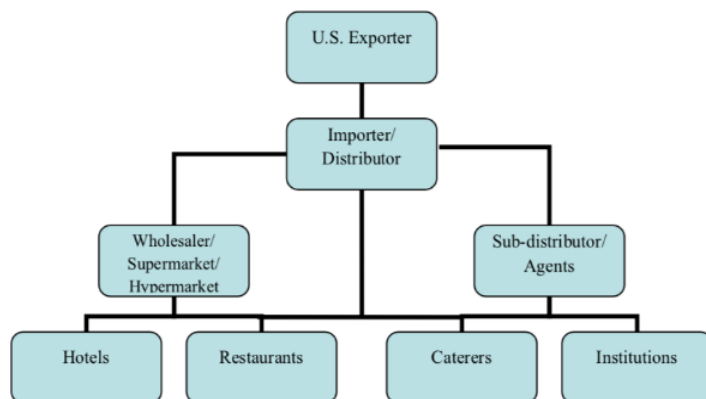
**B. Distribution**

Many imported products for the HRI industry enter Indonesia through reputable local importers or distributor agents. They represent imported products, obtain import licenses and permits, understand customs clearance procedures, and distribute products all over Indonesia.

**C. Sub-Sector Profile**

Jakarta and Bali remain the ideal locations to target the HRI food service sector. These cities are home to many international hotels and restaurants that cater to sizeable expatriate communities, foreign visitors, and high-income consumers. Bali remains the ‘trendsetter’ in specialized cafés, hotel chains, and restaurants. Other large cities such as Surabaya, Bandung, Medan, Batam,

Indonesia: HRI Sector Distribution Channels



Balikpapan, Lombok, and Makassar also have potential for import growth.

## Hotels

The number of hotels in Indonesia increased significantly from 16,685 in 2013 to 29,005 in 2023s, offering a total of 747,066 rooms. Although most international hotel chains are in Jakarta, Bali, Bandung, Surabaya, Yogyakarta, and Medan, more are expanding into secondary cities due to infrastructure development and the promotion of new tourist destinations.

Major hotel operators in Indonesia include [Accor](#) (more than 350 hotels), [Archipelago International](#) (more than 150 hotels), [Marriott](#) (more than 75 hotels), [Swiss-bel hotel](#) (more than 85 hotels), and [Hilton](#) (6 hotels).

**Table 4. Number of hotels and rooms in Indonesia, 2020 - 2023**

Hotel	2020		2021		2022		2023	
	Hotel	Rooms	Hotel	Rooms	Hotel	Rooms	Hotel	Rooms
5 stars	234	48,251	220	45,839	244	47,859	252	50,813
4 stars	776	113,723	762	112,854	752	112,494	865	122,860
3 stars	1,442	125,870	1,409	122,186	1,443	125,620	1,606	134,348
2 stars	808	18,622	760	49,318	765	48,941	862	51,868
1 star	384	53,297	370	14,865	559	23,919	544	22,271
Other	27,179	503,087	24,086	373,836	24,696	363,072	24,876	364,906
Total	30,823	870,783	27,607	718,898	28,800	743,276	29,005	747,066

Source: [BPS - Statistics Indonesia](#)

**Table 5. Occupancy Rate of Star Hotels 2019 - 2024**

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	51.5	52.4	52.9	53.9	43.5	52.3	56.7	54.1	53.5	56.8	58.6	59.4	54.8
2020	49.2	49.2	32.2	12.7	14.5	19.7	28.1	32.9	32.1	37.5	40.1	40.8	33.8
2021	30.4	32.4	36.1	34.6	31.8	38.6	22.4	25.1	36.7	45.6	47.8	51.6	36.3
2022	42.4	38.5	45.1	34.2	49.9	50.3	49.8	47.4	50.0	52.3	54.4	56.9	47.3
2023	44.8	47.8	46.3	41.4	49.0	53.7	54.5	52.5	53.0	53.0	56.7	59.7	51.1
2024	46.7	49.4	43.4	47.1	54.0	54.5	56.3	54.8	54.7	55.7			

Source: [BPS - Statistics Indonesia](#)

**Table 6. International Visitors Arrivals in Indonesia**

	2019	2020	2021	2022	2023
<b>International</b>	<b>16,106,954</b>	<b>4,052,923</b>	<b>1,557,530</b>	<b>5,889,031</b>	<b>11,677,825</b>
<b>ASEAN</b>	6,157,190	1,521,447	528,226	2,408,098	4,248,750
<b>Asia</b>	5,244,922	1,592,037	904,841	1,426,388	2,982,663
<b>America</b>	648,903	134,072	25,073	260,095	566,883
<b>Europe</b>	2,075,864	441,179	55,906	960,410	2,000,559
<b>Oceania</b>	1,617,233	297,786	35,504	722,524	1,625,760
<b>Other</b>					

Source: [BPS - Statistics Indonesia](#)

## Restaurant

The Indonesian foodservice market is fragmented, with international chains, such as KFC, McDonald's and Pizza Hut, dominating the market. In 2023, these three leading players accounted for just 4 percent of the market, leaving space for expansion and further consolidation. However, due to a sustained boycott campaign in response to geopolitical tensions in the Middle East over the past year and lingering slumped sales from the COVID-19 pandemic at some locations, International fast-food chain such as KFC and Pizza Hut reportedly closed over 50 outlets nationwide and experienced decreasing sales performance.

Most restaurant chains utilize a mix of local and imported products, with cheese, sauces, flavored beverages, and beef items being mostly imported. International chains such as Pizza Hut import their ingredients directly through franchisees and buy from local food ingredient importers.

**Table 7. Top 10 Foodservice in 2021 - 2022**

No	Restaurant Brand	Category	Sales Value (US\$ million)		Number of Outlet	
			2022	2023	2022	2023
1	<a href="#">McDonald's</a> (Rekso Group)	Fast food restaurant	418.2	485.1	269	299
2	<a href="#">KFC</a> (Fastfood Indonesia PT, Tbk)	Fast food restaurant	402.8	438.0	841	842
3	<a href="#">Pizza Hut</a> (Sarimelati Kencana PT, Tbk)	Fast food restaurant	261.3	271.1	615	612
4	<a href="#">Hokben</a> (Eka Bogainti PT)	Fast food restaurant	166.7	181.7	334	375
5	<a href="#">Starbucks</a> (Sari Coffee Indonesia PT)	Coffee shop	134.2	157.7	500	567
6	Mie Gacoan (Pesta Pora Abadi, PT)	Fast food	75.9	135.9	79	116
7	<a href="#">Kopi Kenangan</a> (Bumi Berkah Boga PT)	Coffee shop	90.6	91.6	878	868
8	<a href="#">Chatime</a> (Kawan Lama Sejahtera Group)	Milk & tea shop	86.0	89.9	443	464
9	Nabati (Nabati Group)	Fast food restaurant	67.1	88.5	177	241
10	<a href="#">Restoran Sederhana</a> (Sederhana Citra Mandiri PT)	Indonesian traditional dishes	90.4	88.1	151	145

Source: [Euromonitor International](#) and company websites

**Table 8. Sales Value and Outlet Growth of Indonesia's Foodservice by Type, 2020 – 2021**

Foodservice Type	Outlet		Sales Value (US\$ million)		Outlet Growth (2023/2022)	Value Growth (2023/2022)	Annual Growth (2018 – 2022)	
	2022	2023	2022	2023			Outlet	Sales
Full-Service Restaurants	103,12	103,123	23,112	23,937	0%	4%	0%	-4%
Limited-Service Restaurants*	9,229	9,869	2,283.6	2,574.8	7%	13%	6%	4%
Cafés/Bars	8,770	9,031	1,771.2	2,093.5	3%	18%	9%	-2%
Street Stalls/ Kiosks	98,165	100,277	1,250.3	1,453.1	2%	16%	1%	2%
Self-Service Cafeterias**	482	485	113.2	113.5	1%	0%	-5%	-10%
Total	219,768	222,785	28,530.3	30,172.1	1%	6%	1%	-3%

Note: \*Fast Food and Delivery

\*\*Self-Service Cafeterias: ready-to-eat food from food and beverage areas in grocery outlets

Source: [Euromonitor International](#)

## Catering

Indonesia's catering industry is comprised of four categories: hospitality (i.e., hotel, weddings, and other events), institutional, online, and in-flight catering. Hospitality, institutional and online catering services are highly fragmented. Services offered in these categories range from five-star hotels and large institutional suppliers to individually run boutique catering businesses and low-cost providers. In-flight catering, institutional (mining and petroleum companies), and international standard catering services mostly use imported foods such as beef, fresh and canned fruit, frozen potatoes, and cheese.

Major catering companies in Indonesia include [Pangansari Utama](#), [Aerofood ACS](#), and [Cardig Aero Service Group](#). Those companies provide international and local menu catering services, mostly to airlines, and industrial and remote catering. Fast-food chains such as KFC, McDonald's, Pizza Hut and Starbucks have begun offering catering packages to Indonesian customers. KFC Indonesia reported that

catering accounted for around one percent of its total sales revenue in 2023, increasing by more than 50 percent compared to the previous year.

Additionally, the Government of Indonesia (GOI) plans to open and operate 30,000 central kitchens between now and 2027 throughout Indonesia to support the new Free Nutritious Meals Program. The GOI offers the catering service to collaborate with them and serve around 83 million children and pregnant women nationwide. The food served in the program will generally be local, but will incorporate imported, including U.S., inputs. In the first phase of this plan, 5,000 kitchens will be set up in 2025 to serve around 20 million students at a cost of \$4.5 billion.

### SECTION III. COMPETITION

The U.S. exported \$638 million of consumer-oriented products to Indonesia in 2023, making it the fourth largest exporter to Indonesia in that category after the People’s Republic of China (PRC), New Zealand, and Australia. U.S. market share for this segment reached 7.6 percent in 2023, down 2 percent from the previous year due mainly to declines in U.S. exports of dairy products, beef, and fresh fruit to Indonesia.

Products from the United States are considered high-quality and consistently available, but there is strong competition from the PRC for fresh fruit and from Australia and New Zealand for dairy, beef, and fresh fruit. Consolidated shipments with products from several suppliers are highly favored and can be cost effective for Indonesian importers.

**Table 9. Competitive Situation for U.S. Suppliers in Indonesian Foodservice Market, 2023, (\$million), metric tons (MT)**

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Local Market Situations
<b>Cheese</b> <ul style="list-style-type: none"> <li>Total imports: \$144 million/ 26,107 MT</li> <li>From USA: \$29 million/ 5,202 MT</li> </ul>	<ol style="list-style-type: none"> <li>New Zealand (41%)</li> <li>USA (20%)</li> <li>Australia (12%)</li> </ol>	<p>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.</p>	<p>Local cheese production is dominated by processed cheeses, while the majority of QSR and premium restaurants use imported cheese such as mozzarella and cheddar.</p>
<b>Fresh fruit</b> <ul style="list-style-type: none"> <li>Total imports: \$1.3 billion/ 611,435 MT</li> <li>From USA: \$48 million/ 16,410 MT</li> </ul>	<ol style="list-style-type: none"> <li>PRC (70%)</li> <li>Australia (10%)</li> <li>Thailand (7%)</li> <li>USA (4%)</li> </ol>	<ul style="list-style-type: none"> <li>The People’s Republic of China (PRC) offers competitive prices for apples, pears, mandarins and grapes, which account for 95% of Chinese fresh fruits exports to Indonesia.</li> <li>Major suppliers such as PRC, Australia and Thailand have duty-free access or lower tariff under FTAs.</li> </ul>	<p>Tropical fresh fruits dominate local production with inconsistent supply and quality.</p>



Product Category	Major Supply Sources	Strengths of Key Supply Countries	Local Market Situations
<b>Beef &amp; beef products</b> <ul style="list-style-type: none"> <li>Total imports: \$1billion/ 307,825MT</li> <li>From USA: \$89 million/ 19,420MT</li> </ul>	<ol style="list-style-type: none"> <li>Australia (50%)</li> <li>India (35%)</li> <li>USA (9%)</li> </ol>	<ul style="list-style-type: none"> <li>Australia has geographic proximity and competitive pricing advantages. The market opened for boneless meat from India (buffalo meat) in 2016 and Brazil in 2019 as an effort to stabilize beef prices, mostly sold through wet markets and mid-range supermarkets.</li> <li>New Zealand and Australia enjoy preferential tariff treatment under the AANZFTA agreement.</li> </ul>	<p>Due to constant shortages of domestic supply, the food service sector relies on imports. Increasing numbers of Korean, Japanese BBQ, and steak-house restaurants are driving up sales of imported beef.</p>
<b>Seafood products</b> <ul style="list-style-type: none"> <li>Total imports: \$612 million/ 361,681MT</li> <li>From USA: \$28 million/ 5,008MT</li> </ul>	<ol style="list-style-type: none"> <li>PRC (22%)</li> <li>Norway (7%)</li> <li>Russia (6%)</li> <li>South Korea (5%)</li> <li>Chile (5%)</li> <li>USA (5%)</li> </ol>	<p>PRC supplies mackerel, crab, and tuna with competitive prices. Between 2020 and 2023, cod and crab imports from Russia experienced an increase of 270% in import value.</p>	<p>Indonesia is one of the largest producers and exporters of tuna and shrimp in the world. But imported crab and salmon dominate consumption in premium restaurants.</p>
<b>Pork &amp; pork products</b> <ul style="list-style-type: none"> <li>Total imports: US\$19 million/ 4,875MT</li> <li>From USA: US\$3 million/ 712MT</li> </ul>	<ol style="list-style-type: none"> <li>Denmark (58%)</li> <li>PRC (17%)</li> <li>USA (16%)</li> </ol>	<p>PRC mostly offers canned pork for retail consumption, while Denmark and Spain offer frozen pork meat with competitive prices compared to the United States.</p>	<p>Local production is available in Bali, but premium restaurants rely on imported pork products.</p>
<b>Wine</b> Total imports: US\$18 million From USA: US \$0.9 million	<ol style="list-style-type: none"> <li>Italy (22%)</li> <li>France (22%)</li> <li>Australia (17%)</li> <li>Chile (8%)</li> <li>USA (5%)</li> </ol>	<p>Australian wine is well known for its quality and offers a wide variety of brands in the market. French wine is considered as premium quality with a higher average price. Italy and Chile rolled out a strong promotional campaign for their wine during and after the COVID-19 pandemic.</p>	<p>Limited local production is centralized in Bali with few brands in the market. The foodservice sector remains the largest distribution channel and relies on imported brands.</p>

Source: [TDM](#)

## SECTION IV. BEST PROSPECTS FOR U.S. CONSUMER-ORIENTED PRODUCT EXPORTS TO INDONESIA

### Top 10 Consumer-Oriented Products Imported from the United States

- Dairy products (milk/cream powder, cheese)
- Fresh fruit (grapes, apples, oranges)
- Food preps. & misc. beverages (food preparations, bread, pastry, mixes and dough, pasta, soup, cereal)
- Beef & beef products
- Processed vegetables (French fries)
- Processed fruit (dried fruits, raisins, dates, cherries, prunes)
- Tree nuts (almonds, hazelnuts, pistachios, walnuts)
- Dog & cat food
- Condiments & sauces (sauces, tomato ketchup, vinegar)
- Fruit & vegetable juice (orange juice, grapefruit juice, apple juice)

### **Products Not Present in Significant Quantities, but with Good Sales Potential**

- |                                     |   |                                   |
|-------------------------------------|---|-----------------------------------|
| 1. Wine                             | 5. Dried fruits: prunes,<br>cherries                            | blackberries/<br>blueberries      |
| 2. Almonds                          | 6. Fresh cut flowers  | 8. Prepared pork<br>luncheon meat |
| 3. Figs (fresh or dried)            | 7. Fresh fruits: cherries,<br>avocado, peaches,<br>raspberries/ | 9. Baby food                      |
| 4. Beverages: juice/<br>concentrate |   | 10. Breakfast cereals             |

### **Products Not Present Because They Face Significant Import Barriers**

- Poultry and eggs
- Beef and dairy products from plants not yet approved by the Indonesian government.

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

FAS – U.S. Embassy Jakarta  
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Food Standard and Registration  
The National Agency for Drug and Food Control  
(BPOM)  
Web: [www.pom.go.id](http://www.pom.go.id)

Indonesian Food & Beverage Association  
Web: [www.gapmmi.or.id](http://www.gapmmi.or.id)  
Email: [gapmi@cbn.net.id](mailto:gapmi@cbn.net.id)

Association of Indonesian Meat Importers  
[www.apphi.org](http://www.apphi.org)  
Email: [info@apphi.org](mailto:info@apphi.org)

National Meat Processor Association  
Email: [nampa@napa-ind.com](mailto:nampa@napa-ind.com)

Dairy and Meat Approval Directorate General of  
Livestock and Animal Health Services  
[www.ditjennak.pertanian.go.id](http://www.ditjennak.pertanian.go.id)

Animal/Plant Quarantine and Inspection  
Indonesian Agricultural Quarantine Agency  
[www.karantinaindonesia.go.id](http://www.karantinaindonesia.go.id)

### **Attachments:**

No Attachments