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Report Highlights:

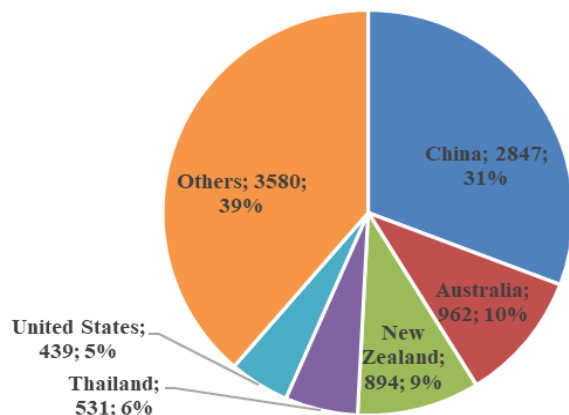
Indonesia's large consumer base and evolving retail landscape continue to offer opportunities for U.S. food and beverage exporters. Grocery retail sales reached approximately \$106.2 billion in 2025, while consumer-oriented agricultural imports totaled \$9.2 billion, with the United States supplying about \$439 million, or 5 percent. Convenience stores are expanding rapidly, while premium supermarkets remain the primary outlet for imported foods, including fresh fruit, meat, dairy products, snacks, and beverages. Opportunities are strongest for differentiated and premium products such as fresh fruit, beef, cheese, snacks, frozen foods, and condiments. However, U.S. suppliers face strong domestic and regional competition, tariff disadvantages against some free trade agreement (FTA) partners, complex import requirements, and mandatory halal certification for processed foods and beverages after October 17, 2026.

Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 284 million in 2025. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2025, Indonesia's gross domestic product (GDP) reached \$1,443 billion and GDP per capita reached \$5,083 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2025, agricultural imports reached \$26 billion, \$9.2 billion of which were consumer-oriented products. Soybeans, animal feed ingredients, wheat, cotton, dairy products, and meat are top imports from the United States. Agricultural self-sufficiency is a stated goal of the Indonesian government and is often used to justify trade barriers and restrictions.

Top Consumer – Oriented Product Suppliers to Indonesia, 2025 (USD\$ million)



Source: Trade Data Monitor LLC

Food Processing Industry

The food processing industry is comprised of approximately 8,084 large and medium-sized producers and 2.1 million micro and small-scale producers, contributes about \$101 billion to GDP, and is highly competitive with most products consumed domestically.

Food Retail Industry

Indonesian grocery retail sales reached \$102 billion in 2025 (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 food service sector's total contribution to GDP was about \$30 billion in 2025. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

Quick Facts CY 2025

Consumer-Oriented Product Imports: \$9.2 billion
U.S. Share (5%) – \$439 million

Top 10 Growth Products:

- | | |
|------------------|---------------------------------|
| 1) cheese | 6) snacks |
| 2) baking inputs | 7) sauces |
| 3) chocolate | 8) dressings & condiments |
| | 9) sweet biscuits |
| 4) baby food | 10) ice cream & frozen desserts |
| 5) frozen food | |

Food Industry by Channels (USD\$ billion) 2025

Processed Food Export	\$49
Processed Food Import	\$6
Modern Grocery Retail	\$24
Food Service	\$30
Food E-commerce	\$5
Traditional Market (small local grocers)	\$77

Top 10 Retailers

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

GDP/Population 2025

Population (million): 284

GDP: \$1,443 billion

GDP per capita: \$5,083

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 processed products.	Challenging business climate, onerous and unpredictable regulatory environment with non-transparent import regulations, mandatory halal certification.

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SECTION I. MARKET SUMMARY

Indonesia's food retail market remains large and fragmented, with grocery retail sales totaling approximately \$106.2 billion in 2025. Small local grocers accounted for 73 percent of sales, followed by convenience stores at 17 percent, food e-commerce at 5 percent, supermarkets at 4 percent, and hypermarkets at 1 percent. Traditional outlets remain important for everyday purchases, particularly among lower- and middle-income consumers, but offer limited opportunities for imported foods. In contrast, modern retailers, especially premium supermarkets, are the main outlets for imported meat, dairy products, fresh fruit, snacks, beverages, and other packaged foods serving middle- and upper-income urban consumers.

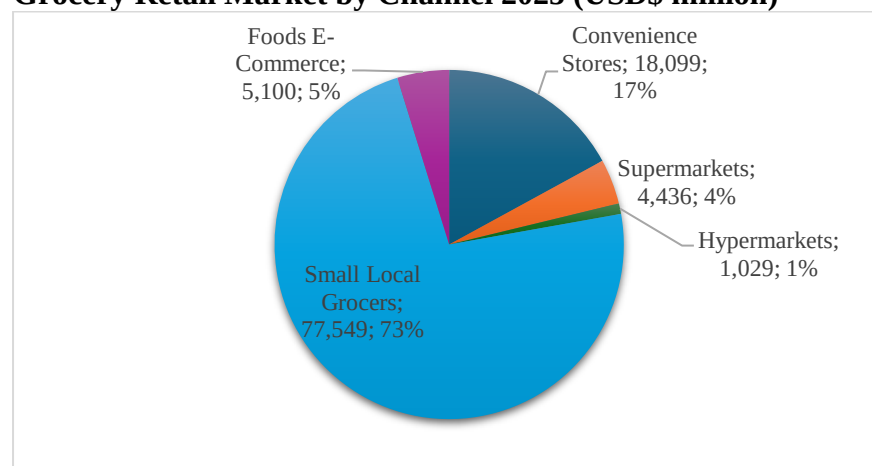
Consumer demand is increasingly divided between price-conscious shoppers seeking affordable products and higher-income consumers willing to pay for quality, variety, healthier choices, and differentiated products. Convenience retailers continue to expand, while large-format hypermarkets face pressure as shopping patterns shift toward more frequent and accessible purchasing. Looking ahead, Indonesia's large consumer base and continued development of modern retail provide opportunities for U.S. suppliers, particularly in premium and differentiated product categories. However, price competition, complex import requirements, and mandatory halal certification for processed foods and beverages beginning October 17, 2026, will remain important considerations for market entry.

Table 1. Advantages and Challenges

Advantages	Challenges
The digital transformation in e-commerce and ride-hailing apps in Indonesia will provide opportunity for the retail sector to reach more customers who are increasingly relying on online shopping.	Slow technology adoption within the demographic groups who live in rural areas limits e-commerce growth to large urban areas.
Indonesia has a large consumer base, with younger consumers increasingly seeking new, convenient, premium, and healthier food products.	Consumers remain price sensitive, and U.S. products compete with lower-priced domestic and regional suppliers.
Premium supermarkets and specialty retailers provide opportunities for imported meat, dairy, fruit, snacks, beverages, and specialty foods.	Many competing suppliers benefit from preferential tariffs under Indonesia's free trade agreements (FTAs), while U.S. products may face higher most-favored nation (MFN) tariffs.
Emerging discount and lifestyle retail formats are creating additional opportunities for imported snacks, confectionery, beverages, and other shelf-stable products.	Strong domestic manufacturers and established regional brands compete aggressively on price, distribution, and local consumer preferences.
U.S. products have opportunities in premium and differentiated categories, including beef, cheese, fresh fruit, nuts, snacks, and specialty foods.	The Indonesian Food and Drug Agency (BPOM) registration, import licensing for certain products, facility approvals, and mandatory halal certification can increase the time and cost of market entry.

Figure 1. Retail Sales by Channel

Grocery Retail Market by Channel 2025 (USD\$ million)¹



Source: Euromonitor International 2025

SECTION II. ROADMAP FOR MARKET ENTRY

Entry Strategy

U.S. suppliers should work closely with importers and retailers on targeted promotions, competitive pricing, and differentiated products, as retailers increasingly customize assortments by store location and use promotions and loyalty programs to drive traffic and average purchase value.

Please see the report [Exporter Guide 2026](#) for information on how to enter the Indonesian market, including market research, import requirements, and local business customs.

Table 2. Trade Shows in Indonesia and Singapore²

Name of Event	Location	Date of Event	Website
Food and Hotel Indonesia 2026	Jakarta	21 - 24 July 2026	www.foodhotelindonesia.com
Food Ingredients Asia 2026	Jakarta	16 - 18 September 2026	https://www.figlobal.com/asia-indonesia/en/home.html
SIAL InterFOOD	Jakarta	4 - 6 November 2026	https://sialinterfoodindonesia.com/
Krista InterFOOD	Jakarta	4 -7 November 2026	https://kristainterfood.com/
Food & Hotel Asia 2027 (Food & Beverage)	Singapore	20 – 23 April 2027	https://foodnhotelasia.com/

¹ Grocery retail data is based on Euromonitor International's category definition, which includes convenience stores, hypermarkets, supermarkets, and small local grocers. For the purposes of this report, food e-commerce has been added to Euromonitor's standard grocery retail scope to provide a more comprehensive view of the market.

² Due to its close proximity, many Indonesian importers frequently attend trade shows in Singapore.

Import Procedure

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

- [Retail Product Registration Guide for Imported Food and Beverages](#) - 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 2025](#) - 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 2025](#) - This report provides detailed information on required certificates for the importation of food and agricultural products to Indonesia.
- [Tariffs and FTA Information - Based on HS Code](#)
- [List of U.S. Processed and Retail Products in Indonesia](#)
- [Reports Listing Approved U.S. Establishments for Export to Indonesia: Dairy Products, Meat Products and Pet Food](#)
- [Imported Dairy Products and Foreign Dairy Import Facility Registration Questionnaire](#) - Provides a guide for current dairy establishment approval.

Mandatory Halal Certification

Halal certification will become mandatory for most food, beverages, ingredients, and additives, including all processed food products (domestic and imported) after October 17, 2026. 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. The report, [Indonesia's Expanding Halal Standards with Trade Impacts on the Horizon](#) provides essential guidance for U.S. exporters on complying with Indonesia's expanding halal certification requirements, including product scope, exemptions, and certification procedures. U.S. exporters are advised that additional halal requirements have since been added, summarized in the report, [Indonesia Issues New Halal Regulations with Trade Implications](#).

Distribution Channels

Imported food products, particularly perishables like dairy, meat, and fresh fruit, are distributed mainly through supermarkets, hypermarkets, and specialty stores in urban areas. Convenience chains, despite broad national coverage, primarily stock locally sourced goods, with imports limited to select snacks, confectionery, and beverages. Traditional retailers carry few imported products, though some wet markets offer imported fruit, beef cuts, and offal. Retailers typically source imports through local importers. While some major retail groups have affiliated importing arms for direct overseas sourcing, they still rely on other importers for broader product variety. Modern retailers increasingly use centralized procurement and distribution to ensure consistent availability across stores.

Market Structure

Convenience Stores

Convenience stores are Indonesia's fastest-growing modern grocery channel. Retail value sales reached \$18,099 million in 2025 and are forecast to grow strongly through 2030. Alfamart and Indomaret dominate the sector, accounting for a combined 98 percent of convenience retailer value sales. Both chains continue to add approximately 1,000 outlets

annually and are expanding beyond Java into less-penetrated regions, including Eastern Indonesia.

Competition increasingly centers on private labels, food service, and digital engagement. Major chains have expanded private label snacks and beverages and developed in-store coffee concepts, while social commerce, livestream promotions, and rapid delivery are linking physical stores with digital shopping. FamilyMart is also expanding rapidly, particularly in office locations, with a more premium mix of coffee, snacks, and healthier products. These developments may create opportunities for imported products suited to convenience formats, particularly differentiated snacks, beverages, and other premium products.

Large minimarket chains generally rely on centralized distribution and high-volume procurement. Indomaret, for example, operates 37 distribution centers and uses centralized demand monitoring to manage product replenishment across more than 24,000 stores. Suppliers seeking entry into this channel need competitive pricing, consistent supply, and the ability to support large-scale distribution.

Hypermarket/Supermarket Stores

Hypermarkets and supermarkets remain an important retail channel for imported food and beverage products in Indonesia, particularly U.S. products. Hypermarkets faced continued pressure in 2025 as consumers shifted toward smaller and more convenient formats, while supermarkets remained relatively resilient. Hypermart, Transmart Carrefour, and Lotte Mart lead the hypermarket segment, while Super Indo, Farmers Market, and Ranch Market are among the leading supermarket brands.

Hypermarkets and supermarkets are typically located in malls and shopping centers and carry approximately 5 to 30 percent imported food and beverage products. Premium retailers such as Ranch Market, The Foodhall, Grand Lucky, and KemChicks may carry up to 60 percent imported products and are a key retail channel for U.S. products, including fresh fruits, meat, dairy products, snacks, beverages, and other packaged foods. These stores primarily serve upper-middle and high-income consumers and provide greater opportunities for imported products than other grocery retail channels.

National chains such as Super Indo, Farmers Market, and Ranch Market have a strong presence in Jakarta, while regional retailers such as Pepito, Yogya, and Hokky are important in markets including Bali, Bandung, and Surabaya, with some carrying around 50 percent imported products. As a result, supermarkets and hypermarkets, particularly premium supermarkets, remain the primary retail channel for imported grocery products in Indonesia.

Specialty Stores

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

Traditional Stores

Small local grocers or traditional stores remain a major component of Indonesia's food retail market. Retail value sales accounted for \$77,549 million. These stores remain particularly important to lower- and middle-income consumers and in rural, suburban, and densely populated areas that larger modern retailers cannot efficiently serve. Their competitive strengths include close community relationships, convenient locations, affordable products, and flexible pack sizes.

Traditional retailers are also becoming more digital, particularly through the adoption of QRIS³ and other cashless payment systems. Nevertheless, outlet growth is expected to stagnate as convenience stores expand and compete through aggressive pricing and promotions. Small local grocers will continue to focus primarily on everyday staples and value-oriented products, limiting opportunities for most imported foods compared with supermarkets and other modern retail channels.

Table 3. Profile of Select Indonesian Grocery Retailers (2025)⁴

Retailer Name	2025 Sales Value (USD\$ million)	Retailer Profile
Alfamart	\$8,566	• Largest retail chain with 24,000+ outlets (61% of revenue was generated in Java Island). • Targets middle- to lower-income consumers; food products are 70% of sales. • Offers private label snacks and imported fruits. • Expanding ready-to-eat bakery, coffee, fresh food, and selected premium products.
Indomaret	\$7,602	• One of Indonesia's largest minimarket chains, with 24,000+ outlets nationwide as of end-2025 (944 added during the year). • Operates 37 distribution centers using a hub-and-spoke model with a centralized database for demand monitoring and replenishment. • Focuses on competitively priced daily necessities, especially food and beverages, backed by promotions and convenient neighborhood locations. • Part of Salim Group; private label offerings include imported almonds and pistachios.
Alfamidi	\$1,398	• 2,587 outlets (Alfamidi, Alfamidi Super, Midi Fresh, Lawson).

³ QRIS: Indonesia's national standardized QR code payment system, introduced by Bank Indonesia to enable interoperable digital transactions.

⁴ The Indonesian grocery retailers listed above are store chains with the potential to feature and sell U.S. products.

		• Targets middle-class consumers; food and fresh food accounted for 72% of sales. • Nationwide distribution network for convenience.
Hypermart/Foodmart/Primo/Hyfresh	\$444	• Operates 175 outlets across all formats. • Hypermart serves middle- to high-income consumers • Primo targets middle- to upper-income consumers with a wider assortment of international products, fresh foods, bakeries, and ready-to-eat offerings.
Supra Boga Lestari (SBL)	\$118	• 57 outlets under Ranch Market, Farmers Market, The Gourmet, Day2Day, Pasarina. • Ranch Market/The Gourmet focuses on imported goods for upper-income consumers. Fresh products are 40%+ of revenue. • The company is prioritizing store location and productivity over rapid outlet expansion.
The Foodhall	\$23	• Premium supermarket chain with 39 outlets in upscale malls. • Targets upper-middle/high-income consumers with curated imported/premium products. • Focuses on quality, exclusivity, and lifestyle.
Grand Lucky	\$36.3	• Expanding premium chain stores in major cities. • Strong focus on imported goods for upper-income consumers. • Operates Hokky (Surabaya) and Berastagi (Medan); expanding in urban markets.

Source: Data: Euromonitor International, Retailer Profile: FAS Analysis

Sector Trends

Indonesia's modern grocery sector continues to evolve toward convenience, localized assortments, value, and omnichannel retailing. Convenience chains are expanding geographically while adding fresh, ready-to-eat, bakery, coffee, and selected premium products, while supermarket and hypermarket operators are focusing more on store productivity, modernization, and stronger food assortments. Price sensitivity remains important, although premium and specialty products continue to attract affluent urban consumers. Emerging formats are also creating new channels for imported packaged foods. Hard-discount chains such as O!Save emphasize value-focused assortments, while lifestyle retailers such as KKV appeal to younger consumers with imported snacks, confectionery, beverages, and other trend-driven products. These formats may offer additional opportunities for U.S. suppliers of competitively priced, shelf-stable products with distinctive packaging, typically through local importers and distributors.

SECTION III. COMPETITION

Local Competition

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

Import Market Competition

Indonesia imported approximately \$9.2 billion in consumer-oriented agricultural products in 2025. The People's Republic of China (PRC) was the largest supplier, accounting for 31 percent of imports, followed by Australia (10 percent), New Zealand (9 percent), Thailand (6 percent), and the United States (5 percent). Major imported consumer-oriented products include fresh fruit, dairy products, beef, processed foods, snacks, and other products that are not produced locally in sufficient quantity or variety.

U.S. products compete with regional and FTA suppliers across many categories. Australia and New Zealand are major competitors in beef and dairy products, while the PRC, Australia, and other regional suppliers compete strongly in fresh fruit and packaged foods. Many competitors benefit from preferential tariffs under Indonesia's free trade agreements, creating a price advantage over U.S. products subject to MFN tariffs. U.S. products, however, maintain opportunities in premium and differentiated segments, including beef, cheese, fresh fruit, snacks, and other specialty products.

Table 5. Competitive Situation for Select Imported Consumer-Oriented Products in the Retail Market, 2025, (USD\$ million)/metric tons (MT)⁵

Product Category (Value and Quantity)	Key Exporter Countries (By value)	Key Constraints to Market Development	Market Attractiveness for U.S.
Fresh Fruit: \$1,879 million 850,559 MT	1. PRC (72%) 2. Thailand (9%) 3. Australia (9%) 4. USA (2%)	Import licensing uncertainty and strong price competition from PRC and duty-advantaged suppliers.	Large import market with continued demand for high-quality imported fruit through modern retail.
Beef & Beef Products \$806 million 304,175 MT	1. Australia (46%) 2. India (33%) 3. Brazil (13%) 4. USA (2%)	Import licensing and quota uncertainty, halal and plant approval requirements, and strong price competition from Australia, India, and Brazil.	Import dependence and demand for premium beef create opportunities in high-end retail and foodservice. U.S. beef is generally positioned as a premium product
Bakery Goods, Cereals & Pasta \$276 million 84,140 MT	1. Malaysia (32%) 2. PRC (22%) 3. Thailand (11%) 4. South Korea (9%)	BPOM registration, halal requirements, high MFN tariffs (up to 20%), and strong domestic and regional competition.	Large, growing population with rising demand for convenient and premium food products.
Snacks \$199 million 48,279 MT	1. Malaysia (39%) 2. PRC (20%) 3. Vietnam (13%) 4. Thailand (10%)	BPOM registration, mandatory halal certification starting October 2026, strong domestic and regional competition, price sensitivity, and MFN tariffs of up to 20 percent that disadvantage U.S. products against FTA suppliers.	Indonesia's large, young consumer base and expanding retail channels support demand for imported snacks, particularly premium, innovative, and healthier options.
Cheese \$191 million 35,132 MT	1. New Zealand (41%) 2. Australia (21%) 3. USA (13%) 4. France (4%)	BPOM registration, import licensing, halal and plant approval requirements, and strong competition from New Zealand, Australia, and locally produced processed cheese.	Local production is concentrated in processed cheese, creating opportunities for imported natural and specialty cheeses. Cheese is also one of Indonesia's faster-growing dairy segments.
Condiments & Sauces \$170 million 111,255 MT	1. PRC (34%) 2. Malaysia (18%) 3. Thailand (12%) 4. Singapore (7%)	BPOM registration, mandatory halal requirements (starting October 2026), strong regional competition, and MFN tariffs of up to 15%.	Growing interest in international cuisines supports demand for imported sauces and specialty condiments.
Chewing Gum & Candy \$139 million 47,331 MT	1. PRC (74%) 2. Malaysia (8%) 3. Vietnam (5%) 4. Belgium (2%)	BPOM registration, mandatory halal requirements (starting October 2026), price competition, and MFN tariffs of up to 20%.	A large young consumer base supports demand for novelty and imported confectionery.

Source: Trade Data Monitor

⁵ The selected imported consumer-oriented products listed above demonstrate promising potential for U.S. grocery products in the Indonesian market.

SECTION IV. BEST PRODUCT PROSPECT CATEGORIES

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

Fresh fruits (apples, grapes, oranges, pears, mandarin, blueberries, cherries); beef; cheese; snack foods; frozen food and condiments.

Top Consumer-Oriented Products Imported from the World

Beef; garlic; food preparation: non-dairy creamer, food supplement etc.; milk and cream powder; grapes; apples; pears; malt extract; mandarin and oranges; whey and lactose; dog and cat food; butter; longan; coffee; French fries; dates; cheese and sauces.

Top Consumer-Oriented Products Imported from the United States

Milk and cream powder; frozen beef; food preparation: food supplements and flavoring; apples; French fries; almonds; lactose; potato flakes/ granules; onion powder; dog and cat food; cheese and pork.

Products Not Present in Significant Quantities but have Good Sales Potential

Wine; butter; cherries; plums; avocado; blueberries; strawberries; pistachios; fresh cut flowers; prunes; peaches and soups and broths.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

1. FAS – U.S. Embassy Jakarta
Web: www.usda-indonesia.org
E-mail: AgJakarta@usda.gov
Tel: +62 21 50831162
2. U.S. Halal Certifying Bodies Approved by Indonesia for Food and Beverage Certification (in alphabetical order): [American Halal Foundation \(AHF\)](#); [Halal Transactions, Inc./Halal Transactions of Omaha \(HTO\)](#); [Islamic Food and Nutrition Council of America \(IFANCA\)](#); [Islamic Services of America, Inc. \(ISA\)](#); [Islamic Society of the Washington Area \(ISWA\)](#) Halal Certification Department
3. Food Standard and Registration
The National Agency for Drug and Food Control (BPOM)
Web: www.pom.go.id
4. Indonesian Food & Beverage Association
Web: www.gapmmi.or.id
Email: gapmi@cbn.net.id
5. Indonesian Fruit & Vegetables Exporters & Importers Association
Email: info@asseibsindo.org or asseibsindo@asseibsindo.org
6. Association of Indonesian Meat Importers
Email: info.aspidi@gmail.com
7. National Meat Processor Association
Email: nampa@nampa-ind.com
8. Dairy and Meat Approval Directorate General of Livestock and Animal Health Services
Web: www.ditjennak.pertanian.go.id
9. Animal/Plant Quarantine and Inspection /Indonesian Agricultural Quarantine Agency
Web: www.karantina.pertanian.go.id

Attachments:

No Attachments