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Prepared By: Novi Yuningsih

Approved By: Lisa Ahramjian

Report Highlights:

Indonesia, Southeast Asia's largest economy with a population of 282 million, presents significant opportunities for U.S. exporters despite regulatory challenges, declining middle-class purchasing power, and tariff preferences granted to our major competitors. In 2024, the United States exported \$3 billion of agricultural products to Indonesia with major products including soybeans, livestock feed ingredients, dairy products, wheat, cotton, beef, and fresh fruit. Tariff and non-tariff barriers remain, such as import licensing and facility registration requirements. In addition, halal certification requirements will apply to most agricultural products by October 2026. However, Indonesia's tropical climate and rising demand for food products support continued growth in high-value agricultural imports. To succeed in this challenging but lucrative market, U.S. exporters should work closely with local importers, participate in major trade shows, and understand Indonesia's relationship-focused business culture.

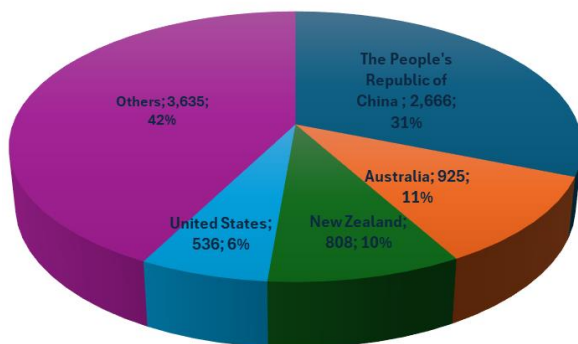
Post: Jakarta

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 and dairy 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.

Consumer-Oriented Agricultural Imports, 2024
(million USD)



Source: TDM

Food Processing Industry

The food processing industry is comprised of approximately 8,593 large and medium-sized producers; 1.8 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 \$101 billion in 2024 (traditional grocery retailers held 73 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 premium products.

Food Service Industry

The foodservice sector's total GDP contribution totalled

nearly \$27.8 billion in 2024. The sector is dominated by small restaurants and street-side restaurants (*warungs*).

Quick Facts CY 2024

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

Top 10 Growth Products:

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

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$101
Food Service-HRI	\$29
Food Processing	\$100
Food and Agriculture Exports	\$50

Top 10 Retailers

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

GDP/Population

Population (million): 282
GDP: \$1,371 billion, GDP per capita: \$4,867
Source: Statistics Indonesia (BPS), Trade Data Monitor LLC, and Euromonitor International

Strengths/Weaknesses/Opportunities/Challenges

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; unpredictable regulatory environment; import quotas; onerous facility registration and import requirements and processes

Contact: FAS Jakarta, Indonesia
AgJakarta@usda.gov / www.usda-indonesia.org

SECTION I. MARKET OVERVIEW

In 2024, Indonesia imported \$3 billion in agricultural products from the United States, 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 2050¹, behind the People’s Republic of China (PRC), India, and the United States. About 56 percent of the total population live on Java Island. Indonesia, with 34 provinces and a total population of 282 million, has some of the most densely populated areas on the planet, including the capital Jakarta (15,764 inhabits/km²). 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 47 percent of the total population, combined with a significant 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 2030², further driving consumer demand while providing a significant opportunity for imported food and beverages.

However, Statistics Indonesia (BPS) reported that the size of Indonesia’s middle class declined to 47.85 million people in 2024, representing only 17.13 percent of the total population. This reflects a decrease of 9.48 million people over the past five years, many of whom have shifted into the aspiring middle-class category. The number of upper-class consumers was recorded at just 1.07 million in the same year. This decline was largely driven by the long-term economic impact of the COVID-19 pandemic, including reduced income, job losses, and weakened purchasing power. The middle class has been a key driver of consumption, contributing 43.4 percent of household expenditures in 2018. However, this share declined to 36.8 percent in 2023.

Indonesia’s economy grew 5.03 percent in 2024, slightly below the previous year’s growth of 5.1 percent and short of the government’s target of 5.2 percent. The slowdown was mainly driven by weakening exports. Looking ahead to 2025, achieving 5 percent growth will be challenging due to declining consumer purchasing power and an increasing unemployment rate.

Table 1. Indonesia: Key Economic Data

	2019	2020	2021	2022	2023	2024
Economic Growth (%)	5%	-2.10%	3.70%	5.30%	5.10%	5%
GDP (billion \$)	1,120	1,095	1,1190	1,245	1,355	1,371
Inflation (%)	2.7	2	1.9	5.5	2.6	1.6
Unemployment (%)	5.2	7.1	6.5	5.9	5.3	4.9
Population (million)	268.1	270.2	273	276	279	282

Source: [Statistics Indonesia 2025 - Central Bureau of Statistics, Indonesia \(BPS\)](#)

Indonesia’s longstanding ambition for self-sufficiency in key agricultural areas (e.g., rice, corn, and sugar cane) 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

¹ [PWC: The World in 2050](#)

² [McKinsey Global Institute](#)

barriers (NTBs) such as complex import licensing processes involving multiple ministries, export logistics and facility registration requirements, and certificate of analysis (COA) requirements, which have resulted in a less transparent trade policy framework.

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 COVID-19, slowing demand for higher quality imported products and ingredients.
Largest economy in Southeast Asia, with a significant middle class.	Income inequality, especially in rural areas.
Modern grocery store expansion beyond 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 PRC, Australia, and New Zealand.
The convenience store format, which is the fastest growing modern sales channel.	A limited amount of imported packaged foods are currently sold through convenience stores.
Significant demand for imported fresh fruits to retain stable quality, variety, and availability. Note: 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. plant products an exemption of quarantine documents including good agricultural practices, good handling practices, and certificate of analysis requirements prior to exporting to Indonesia.	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.
119 U.S. dairy and 22 U.S. beef and lamb manufacturing plants are eligible to ship to Indonesia, with additional plants under review.	All food products of animal origin must be certified halal and require an import license from the MOT.
Five U.S. halal certification bodies are accredited by the GOI.	Under Law 33/2014, halal certification is mandatory for almost all food and beverages, with enforcement beginning October 17, 2026.
U.S. food products have a reputation for quality among Indonesian consumers. Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, fresh fruit and vegetables, and pet food.	Indonesia has unique export logistics requirements, such as submitting Prior Notice notifications on the bill of lading date. Competition and promotions from New Zealand and Australia remain strong. Food product imports from PRC, Japan, South Korea, Malaysia, and Thailand are also growing.

SECTION II. EXPORTER BUSINESS TIPS

Market Research

Contact information for many importers may not be available publicly. In addition, 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, 2026³, 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 2025	Jakarta	22 - 25 July 2025	www.foodhotelindonesia.com
SIAL InterFOOD	Jakarta	12 – 15 November 2025	https://sialinterfood.com/
Food & Hotel Asia 2025 (Food & Beverage)	Singapore	21 – 24 April 2026	https://foodnhotelasia.com/
Food Ingredients Asia 2026	Jakarta	16 - 18 September 2026	https://www.figlobal.com/asia-indonesia/en/home.html

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.

³ 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.

- Buyers may communicate indirectly. Saying "yes" or nodding does not necessarily mean they agree as culturally Indonesians prefer not to say anything negative).
- 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, most 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 100 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.
- 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, meat, cheese, cakes, cookies, pastries, nuts, and fresh and dried fruits during these holidays.
- The number of Internet users in Indonesia reached 213 million in 2025, around 75 percent of the total population. Of this number, as many as 143 million people are active on social media, making it the largest population on social media in Southeast Asia, with demographics skewed towards young generations.⁴ 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 2024](#) - 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 2024](#) - 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 Foreign Dairy Import Facility Registration Questionnaire](#) (Guide for current dairy establishment approval)

⁴ [Digital 2025 - 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 2024, Indonesia was the third largest importer of skim milk powder globally. The imported volume of dairy products increased by eight percent in 2024 driven by rising domestic consumption of drinking milk products and bakery items.

Over the next five years, Indonesia's dairy sector is projected to experience a significant growth, fuelled by strong political commitment, nationwide nutrition initiatives, and increasing consumer demand. The Free Nutritious Meals Program aims to provide daily free meals, with some inclusion of milk, to over 82 million beneficiaries by 2029. Despite the Ministry of Agriculture's active efforts to boost domestic milk production in support of the program, imports will continue to be necessary to meet the growing milk demand. This gap presents an opportunity for U.S. exporters of dairy ingredients, particularly skim milk powder, whey, and lactose, to expand their presence in the Indonesian market. Skim milk powder accounts for over 50 percent of U.S. dairy exports to Indonesia, which faces strong competition from Australia and New Zealand. Both countries benefit from duty-free access due to free trade agreements and shorter transit times.

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.⁵ These companies offer a wide range of products across different categories and various packaging sizes, including powder, condensed milk, flavoured milk, and baby food. For further information regarding this sector please see Post's report on [Indonesia Dairy and Product Annual 2024](#).

Beef

The United States is the third-largest meat supplier to Indonesia, after Australia (beef) and India (boneless buffalo meat). In 2024, the United States exported \$93 million worth of beef to Indonesia, totalling 14,550 metric tons or about 11 percent of Indonesia's total beef import value. However, the volume was 18 percent lower than the previous year and the lowest since 2018, partly due to delays in import license approvals and reduced approved quota volumes. U.S. beef is mostly sold through modern supermarkets and used in the foodservice industry. Over half of the exports are made up of primary and secondary cuts, while other products include head meat, heart, and liver. These offal cuts are commonly used in processed foods like meatballs and frozen meat products. Despite its premium quality, U.S. beef faces tough competition from Australia and New Zealand, which benefit from duty-free access through free trade agreements and shorter transit times that enhance logistical efficiency.

⁵ Euromonitor International

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 volume meat products reached 21 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.

Although regulatory challenges remain, particularly with import licensing and allocation, there are growing opportunities for beef exports to Indonesia. Local beef production cannot meet rising demand, which is being driven by the rapid growth of Japanese and Korean restaurants, as well as the increasing popularity of Western-style BBQ.

Fresh Fruits

Although Indonesia grows a wide 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 standard⁶. 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 have continued.

In 2024, Indonesia's fresh fruit imports reached a record-high \$1.5 billion, marking a 15 percent increase from the previous year. This surge was mainly fuelled by a significant rise in imports of grapes, pears, apples, and citrus, which accounted for 88 percent of Indonesia's total fresh fruit imports. The PRC dominated the market due in part to duty-free access, with these key products representing 80 percent of its share. 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 fruit 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.

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

Savory snacks continue to dominate the local market due to the maturity of the category. However, there is growing presence of nuts, seeds, and trail mixes, driven by rising health-consciousness and retailers' efforts to highlight healthier options through dedicated health corners. Mayora Indah, Garuda Food, and Unilever Indonesia are the leading players for domestic sales which offer a wide product portfolio across snacks categories.

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 period. 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. In 2024, Indonesia's French fries imports reached \$130 million, a 44 percent increase compared to pre-pandemic levels in 2019, driven by the growing popularity of fast food and the limited availability of locally grown potatoes suitable for French fries processing. Most locally produced potatoes are intended for use as fresh table potatoes, primarily as ingredients in traditional dishes, with only a small portion used for potato chip production. Indonesia's imports of French fries from the PRC have grown significantly, rising from just \$408,000 in 2021, when exports first began, to \$30 million in 2024. This upward trend has continued into 2025, making PRC as the leading supplier of French Fries to Indonesia, followed by Belgium, the United States, India and Netherlands. The rapid growth of imports from the PRC is also supported by its zero-tariff advantage under the Regional Comprehensive Economic Partnership Agreement (RCEP), which enhances its competitiveness in the Indonesian market. In addition to French fries, other popular imported processed vegetables include cassava starch, dried onion, and potato starch.

Other Primary Ingredients

Primary ingredients such as wheat, soybeans, corn, and refined sugar are in high demand and largely 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 presents opportunities for a full spectrum of consumer-oriented products. Indonesia's retail food market reached \$101 billion 2024, driven by a significant middle class, urbanization, and increasing consumer demand for modern and healthier food products. Traditional markets still dominate with a 76 percent share but are losing ground to expanding convenience stores, specialty outlets, and e-commerce. The country's youthful population, rising incomes, and digital adoption present strong opportunities for U.S. exporters, especially in categories like cheese, fresh fruit, beef, frozen food, snacks, and condiments. However, challenges include infrastructure gaps, strict import

regulations, and the implementation of mandatory halal certification starting October 17, 2026. U.S. suppliers should target modern retail and specialty stores in urban centers while navigating complex regulatory requirements.

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. Indomaret and Alfamart dominate the convenience store market, jointly capturing 92 percent of the market share. There are now more than 48,000 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 1,829⁷. There are premium supermarkets such as Ranch Market, Grand Lucky and Pepito that sell imported goods and cater to upper-middle and high-income consumers, presenting strong demand for U.S. fresh fruits, beef, cheese, snacks, condiment and confectionery. For additional information, please see: [Indonesia: Retail Foods Update 2024](#).

Food Processing Sector

Indonesia's \$100 billion food processing industry offers strong opportunities for U.S. exporters, especially in soybeans, dairy, and consumer-oriented products. Despite a shrinking middle class and regulatory challenges, the market is growing, driven by urbanization, rising demand for convenience foods, and the fledgling Free Nutritious Meals Program, which will boost dairy imports. Key growth categories include baking inputs, frozen meals, processed dairy, snacks, and plant-based foods. Indonesia imports 65 percent of its food ingredients, offering continued potential for U.S. suppliers, especially in dairy, soy, powdered cheese, fruit, and sweeteners, despite competition from Free Trade Agreement partners like ASEAN, Australia, Japan, Chile, the Republic of Korea, and the PRC.

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. Large food processors such as [Indofood](#), Mayora Indah, [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. Please see the [Food Processing Ingredients 2025](#) report for further information.

Foodservice Sector

In 2024, Indonesia's foodservice industry reached \$29.2 billion, making it the largest in Southeast Asia, driven by a growing middle class, increased urbanization, and a strong dine-out culture. The market is led by U.S. fast-food chains like McDonald's, KFC, and Pizza Hut, although local players and specialty cafés such as Kopi Kenangan and Tomoro are rapidly expanding. Key growth areas include premium bakeries, online food delivery, and catering services. Opportunities for U.S. exporters include cheese, beef, frozen potatoes, fruit, pork, wine, and tree nuts, particularly in hotels, restaurants, and premium food outlets. However, challenges persist, including complex import regulations, mandatory halal certification (now extended to 2026), and strong competition from Indonesia's FTA partners such as Australia, New Zealand, and China. Jakarta and Bali remain the

⁷ Based on Euromonitor data 2024

most promising entry points, with growing potential in other major cities. Full-service restaurants accounted for 79 percent of total foodservice sales, followed by fast food (8 percent), cafés/bars (7 percent), street stalls (5 percent) and self-service cafeterias (1 percent). Please see the [Indonesia: Foodservice - Hotel Restaurant Institutional 2024](#) report for further information.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Indonesia's agricultural imports increased by 47 percent in value terms since 2019, growing at an average annual rate (CAGR) of eight percent. Imported agricultural products have seen a significant increase from 2019 to 2024, with a cane sugar recording a CAGR of 17 percent, and rice soaring with a CAGR of 258 percent. The United States is the fourth largest agricultural supplier to Indonesia, with a 10 percent market share. Soybeans and dairy products account for 50 percent of U.S. agricultural product shipments to Indonesia. Since 2023, Brazil has become the largest supplier of imported agricultural products to Indonesia, overtaking Australia, mainly due to a significant surge in Brazilian cane sugar exports.

Table 4. Indonesia: Agricultural Imports

Indonesia Imports (US\$ '000)	Imports from the World					Imports from the U.S.					U.S. Market Share (2024)
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	
Agricultural and Related Products	20,146,234	25,485,697	29,621,669	28,858,057	30,787,900	3,088,589	3,355,076	3,680,444	3,227,507	3,108,920	10%
Agricultural Products	19,407,858	24,572,138	28,404,969	27,720,786	29,629,503	3,010,898	3,273,089	3,583,299	3,160,924	3,029,173	10%
Consumer-Oriented Agricultural Total	6,288,189	7,613,200	9,197,481	8,348,608	8,570,419	727,742	705,294	868,381	637,927	536,158	6%
Dairy products	1,610,856	1,894,975	2,482,874	1,942,673	1,805,998	376,929	315,814	465,055	336,306	253,511	14%
Fresh fruit	1,154,156	1,387,150	1,350,644	1,309,545	1,508,781	83,740	77,672	63,807	47,764	34,286	2%
Fresh vegetables	689,832	769,417	756,242	823,603	902,603	597	1,024	531	1,699	2,516	0%
Beef & beef products	718,063	970,006	1,056,800	1,001,821	806,489	73,937	106,977	119,875	89,079	89,511	11%
Soup & other food preparations	509,449	650,067	806,006	684,176	698,674	95,225	116,064	106,415	65,088	57,717	8%
Processed vegetables	260,227	244,930	430,876	304,597	457,125	45,861	41,130	42,456	38,355	31,516	7%
Chocolate & cocoa products	145,191	187,355	275,602	247,188	360,809	778	1,044	13,436	8,075	6,932	2%
Bakery goods, cereals, & pasta	166,797	211,266	284,877	254,287	274,125	2,845	3,010	2,868	3,398	2,849	1%
Mfg. tobacco	113,906	137,042	196,497	253,117	269,022	3,481	314	854	1,006	628	0%
Coffee, roasted and extracts	93,211	95,680	142,072	136,683	218,554	1,366	1,339	1,549	684	601	0%
Processed fruit	136,728	137,235	182,853	193,016	206,830	11,184	10,473	14,725	12,535	10,950	5%
Dog & cat food	119,813	173,418	182,226	173,427	172,142	3,694	3,997	3,880	3,366	2,075	1%
Condiments & sauces	90,311	108,670	125,341	123,678	134,352	3,016	2,633	4,105	3,616	3,268	2%
Chewing gum & candy	59,799	73,651	118,794	124,335	130,901	336	231	618	824	1,521	1%
Non-alcoholic bev. (ex. juices, coffee, tea)	87,693	118,225	147,860	131,702	113,419	4,647	4,513	1,604	2,052	2,549	2%
Tree nuts	40,835	47,746	67,109	57,903	76,437	11,668	11,491	19,011	14,784	21,743	28%
Fruit & vegetable juices	24,521	25,104	27,903	38,019	31,307	2,731	2,285	2,380	2,190	1,904	6%
Pork & pork products	7,799	13,659	21,971	19,353	30,400	1,121	1,221	1,995	3,123	9,884	33%
Meat products nesoi	10,539	8,931	25,699	20,609	25,910	234	275	528	525	416	2%
Wine & related products	4,595	9,143	12,058	17,644	13,754	375	704	862	902	584	4%
Other Consumer-Oriented Products	243,415	348,620	500,980	488,716	330,187	3,976	3,083	1,825	2,555	1,198	0%

Source: Trade data Monitor

Best High-value, Consumer-Oriented Product Prospects Categories

Dairy products (cheese and butter), 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

Tel: +62 21 50831162

Food Standard and Registration

The National Agency for Drug
And Food Control (BPOM)
Web: www.pom.go.id
Tel: +62 21 4244691 / 42883309
/42883462
Call Center: 1500533

**The Halal Product Assurance
Organizing Agency (BPJPH)**

www.bpjph.halal.go.id
Call Center: 46
Email: layan@halal.go.id

Indonesian Food & Beverage Association

Web: www.gapmmi.or.id
Email: gapmi@cbn.net.id
Tel: +62 21 29517511

**Indonesian Fruit & Vegetables
Exporters**

& Importers Association
Email: info@aseibssindo.org
Tel: +62 21 72800343

**Indonesian Meat Traders and Processors
Association (APPDI)**

Email: info.aspidi@gmail.com
Tel: +62 21 3454509

National Meat Processor Association

Web: www.nampa_ind.com
Email: nampa@napa-ind.com,
skrt_nampa@yahoo.com
Tel: +62 21 7248455, 92907948

Dairy and Meat Facility Approval

Directorate General of Livestock
and Animal Health Services
Web: www.ditjennak.pertanian.go.id
Tel: +62 21 7815780

Animal/Plant Quarantine and Inspection

Indonesian Agricultural Quarantine Agency
Web: 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