Indonesia Ready-to-eat Food Market Forecast and Opportunities, 2019

Description: Indonesia, the fourth most populous country across the globe, has been witnessing notable increase in the number of working individuals due to significant employment opportunities over the last few years, which consequently, has been augmenting the demand for Ready-to-eat products. With an expanding working class population, especially women, the demand for ready meals is witnessing a continuing increase as people have lesser time for traditional cooking methods. In addition, growing retail formats in Indonesia are increasing awareness among consumers about ready-to-eat food available in supermarkets, hypermarkets and convenience stores. Further, the population of Indonesia reached 244 million in 2012. Of them, more than 80% population are Muslims, which creates an optimistic scenario for leading international players to enter into the Halal-certified Ready-to-eat food business in the country.

According to “Indonesia Ready-to-eat Food Market Forecast & Opportunities, 2019”, the country's Ready-to-eat food market is projected to grow at a CAGR of around 7% during 2014-19 on account of improving lifestyle, increasing workforce and expansion of large-scale retail formats. On the other hand, price sensitivity and affordability are the major challenges expected to be faced by the country's Ready-to-eat food market over the next five years. Indonesian consumers are highly price conscious and even small change in product prices affects the buying decisions of consumers in the country. Java region, with cities including Jakarta, Surabaya, Semarang, Bandung and Yogyakarta, is the key revenue contributor in the country's Ready-to-eat food market. In addition, the market is highly fragmented due to dominance of small and medium sized domestic players.

The key topics covered by the report include:

- Indonesia Ready-to-eat Food Market Size, Share & Forecast
- Segmental Analysis – Frozen and Shelf Stable Food
- Market Drivers & Challenges
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- Gain an in-depth understanding of Ready-to-eat food market in Indonesia
- Identify the on-going trends and anticipated growth in the coming years
- Help industry consultants, distributors and dealers to align their market-centric strategies
- Obtain research based business decision and add weight to presentations and marketing material
- Gain competitive knowledge of leading players
- Avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with Ready-to-eat food manufacturers, distributors, exporters and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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