INDONESIA
Market Fact Sheet

Indonesia is the 11th largest agricultural export market of the United States with $2.99 billion in total export value in 2021. Indonesia has a large domestic market, with a population of approximately 273 million in 2021, making it the fourth most populous nation in the world.

Quick Facts CY 2021

Product Imports
- Agricultural Product Imports from the World: $24.4 billion
- Consumer-Oriented Product Imports: $6.3 billion (U.S. Share is 9% – $705 million)
- Edible Fish & Seafood Products Imports: $388 million (U.S. Share is 6% – $29 million)

Macroeconomy, 2021
- GDP: $1,185 billion
- GDP per capita: $4,341
- GDP Growth: +3.69%

Key Players

Foodservice: KFC, McDonald's, Pizza Hut, Starbucks, J Co Donuts & Coffee, Hokben, Restoran Sederhana, Chatime, Richeese Factory, and Kopi Janji Jiwa

Food Processing: Has nearly 8,000 large and medium-sized producers, and 1.6 million micro and small-scale producers.
Advantages and Challenges

- The digital transformation in e-commerce and ride-hailing apps in Indonesia will provide opportunities for the retail sector to reach more customers who are increasingly relying on online shopping.
- Healthy lifestyle trends are increasing opportunities for fresh products (e.g., meat, fruits, and dairy).
- Younger consumers are driving demand for a variety of snack foods.
- Modern grocery channels continue to increase the variety of products and locations, continuing a shift from traditional markets.

- Slow technology adoption within the demographic groups who live in rural areas limits e-commerce growth to large urban areas.
- Importing products requires undergoing a lengthy and burdensome licensing process, including the requirement of import permits, plant approvals, halal certifications, and food/fruit registration numbers.
- Imported snack foods are mostly available only in premium supermarkets.
- Indonesia’s modern retail sector is still dominated by traditional outlets, accounting for 76% of total grocery retail sales.

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

- Fresh fruits
- Beef
- Cheese
- Snack foods
- Frozen food
- Condiments

Products Not Present in Significant Quantities, But Have Good Sales Potential

- Wine
- Cherries
- Plums
- Avocado
- Blueberries
- Strawberries

- Pistachios
- Fresh cut flowers
- Prunes
- Peaches
- Soups and broths

Sources

Top WA-Origin Food and Agricultural Exports to Indonesia in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission
USDA Foreign Agricultural Service. (2022). Indonesia: Retail Foods
USDA Foreign Agricultural Service. (2021). Food Service - Hotel Restaurant Institutional