Food & Beverage

Indonesians are more conscious about health and safety when making food and beverage (F&B) choices. They are also heavily influenced by societal and entertainment trends.

Indonesian parents are motivated by their children's needs, and are going online to research the best F&B products for their little ones.

1

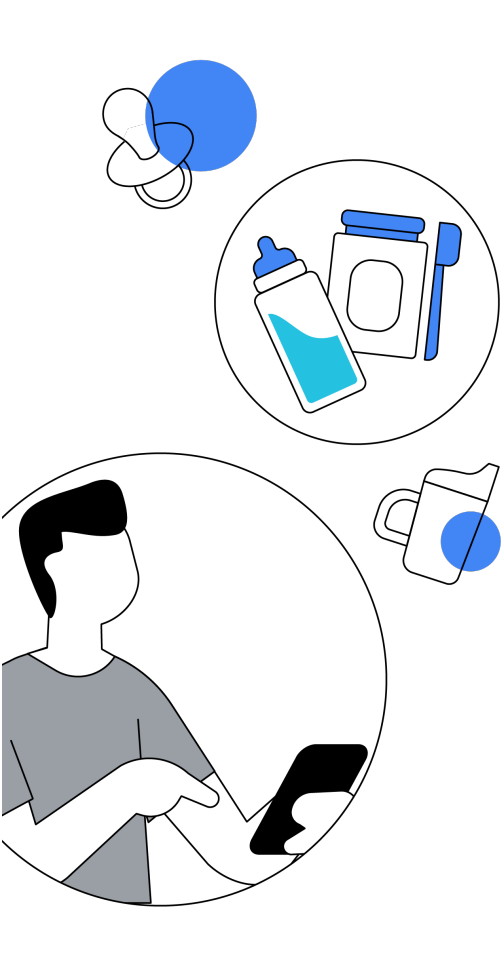
Starting from prenatal preparations...

Growth in search interests in:

vitamin ibu hamil vitamins for pregnant moms	+39%
supplement ibu hamil supplements for pregnant moms	+24%
asam folat folic acid	+20%

2

...to infant nutrition...



New parents are turning to the internet for advice, with search interest in rekomendasi susu formula (formula milk recommendations) growing by 62%.

+62%

Search interest in susu kotak (boxed milk) increased by 20%.

+20%

Search interest in finger food bayi (finger food for babies) grew by 75%.

+75%

There was a 39% jump in search interest in snack bayi (babies snacks).

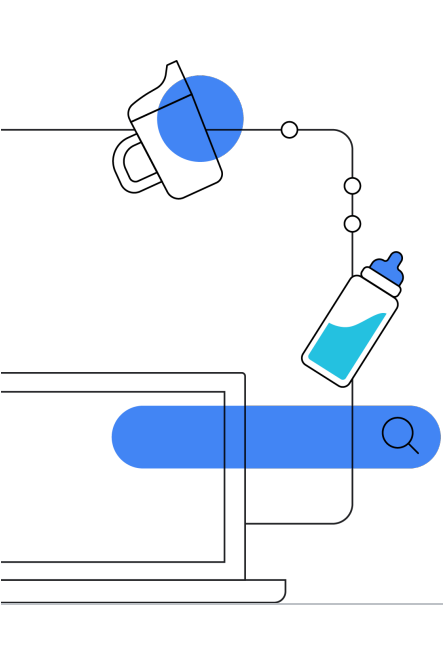
+39%

3

...to early-child development.

Mental development is also on parents' minds, with search interest in susu kecerdasan anak (milk to boost child's brain performance) increasing by 72%.

+72%



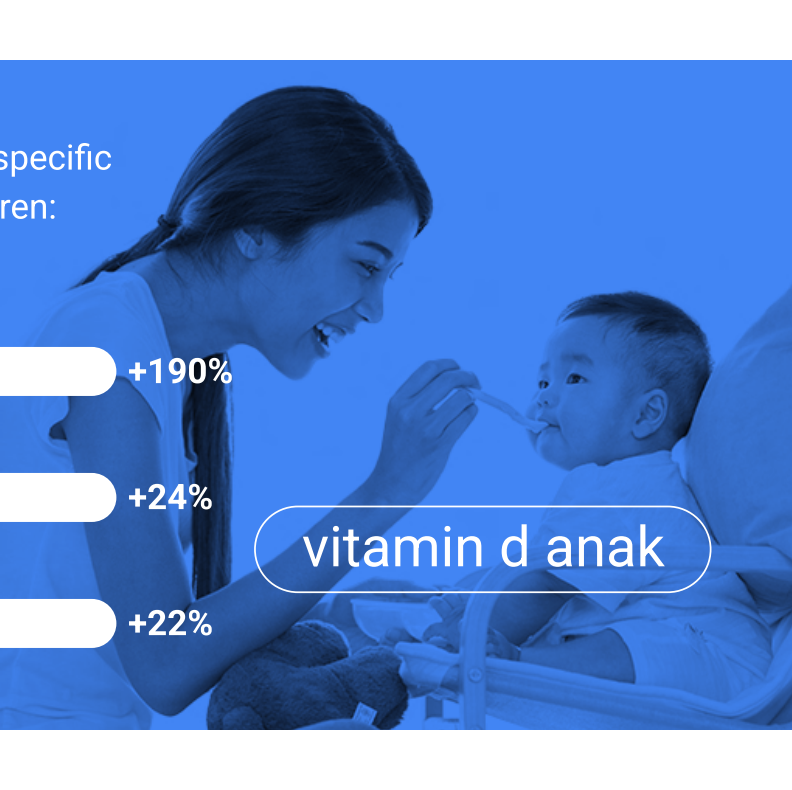
Growth in search interests in:

nutrisi pertumbuhan growth nutrition	+70%
pertumbuhan anak child development	+52%
vitamin pertumbuhan growth vitamin	+50%

Parents often have specific needs for their children:

Growth in search interests in:

vitamin d anak vitamin D for children	+190%
minyak ikan fish oil	+24%
omega-3	+22%



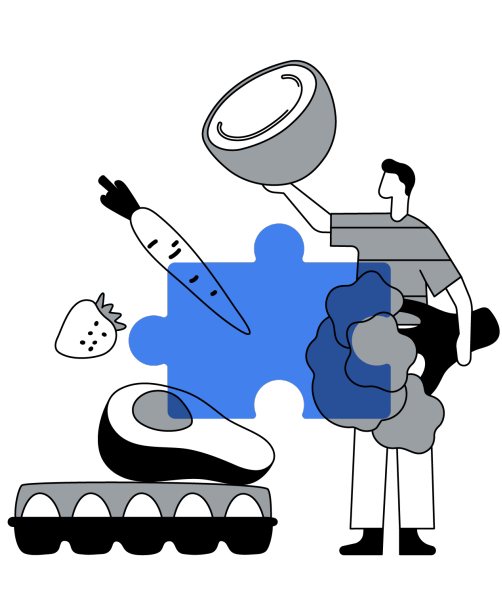
The pandemic has spurred Indonesians to adopt healthier lifestyles. Consumers are paying more attention to healthier food options, whether they're cooking at home or dining out.

1

More people are looking for low-calorie, low-sugar, and low-fat alternatives.

Growth in search interests in:

makanan rendah lemak low fat food	+69%
gula diet diet sugar	+35%
rendah gula low sugar	+26%
rendah kalori low calories	+25%



Consumers were more conscious about losing weight, with snack diet (diet snacks) experiencing a 33% growth in search interest.

+33%

2

People are also more interested in nutritious, healthy, and sustainable food options.

+55%

Search interest in makanan organik (organic food) grew by 55%.

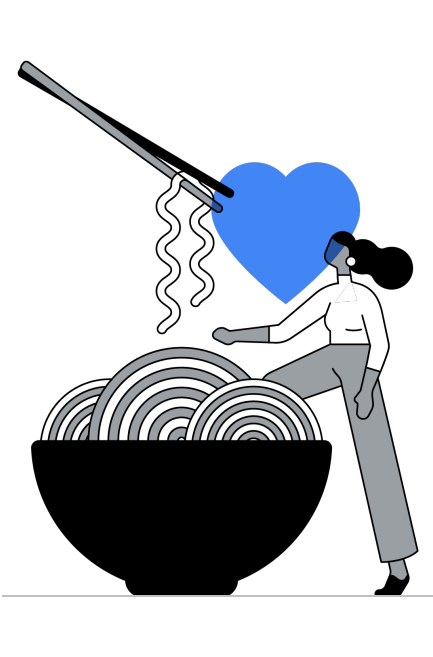
As consumers look for the most bang for their buck, search interest in product benefits like susu kalsium (calcium milk) grew by 38%.

+38%

We saw a 233% growth in search interest in plant-based food products.

+233%

plant-based



Consumers want the best of both worlds. Searches for healthy instant noodle brands grew by 71%.

+71%

Search interest in roti gandum (wheat bread) grew by 36%.

+36%

roti gandum

Several F&B trends emerged this year, with more restaurants and brands integrating these trends into their menus and offerings.

Search interest in sei sapi (smoked beef) increased by 138% as the dish, traditionally from the province of East Nusa Tenggara, is now served by restaurants across Indonesia.

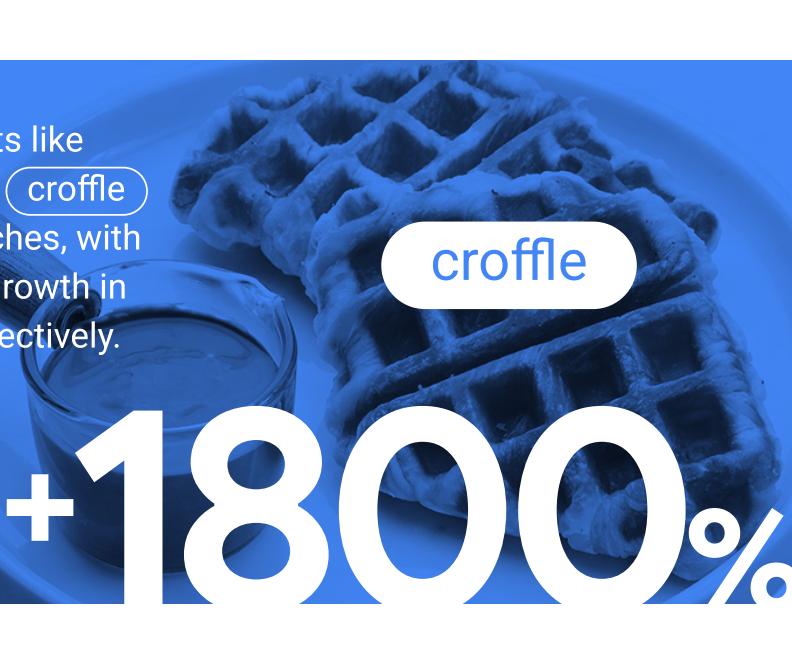
+138%

Growth in search interests in:

nasi kulit rice with fried chicken skin	+52%
kopi susu gula aren brown sugar coffee	+39%
boba	+30%
cimol seasoned starch balls	+24%

Trendy food products like pizza 1 meter and croffle were breakout searches, with 1500% and 1800% growth in search interest respectively.

+1800%



Korean F&B saw a spike in popularity, and more Indonesians are looking for halal versions of the cuisine.

Search interest in toppoki (also known as Tteok-bokki or Korean rice cake) grew by 114%.

+114%

Some people opted to recreate Korean food themselves, with search interest in saos korea (korean sauce) rising by 50%.

+50%

Search interest in odeng (Korean fish cake) grew by 50%.

+50%

Indonesians looked to integrate their food and lifestyle needs.

Growth in search interests in:

soju halal halal soju	+230%
makanan korea halal halal Korean food	+19%

Did you know?

Dalgona candy was a breakout search during the release of the Netflix series "Squid Game." Searches were particularly high between September to October 2021, at the peak of the show's popularity, showing close correlation between food and cultural trends. The top 5 regions in Indonesia searching were: Riau Islands, South Kalimantan, South Sumatra, Jambi, and Papua.

Indonesians' F&B decisions were determined by their level of cautiousness throughout the pandemic. While more wary consumers looked for creative ways to meet their needs at home, others ventured outside while keeping safety and proximity as top concerns.

1

As the pandemic made eating at home a norm, Indonesians are leveraged a variety of ways to keep things fresh.

Searches for catering options grew by 20% as consumers look to host events or gatherings at home.

+20%

Search interests in convenient products and services like frozen food and pesan antar (delivery) grew by 23% and 65% respectively.

+65%

pesan antar

People are going online for cooking inspiration and recipes, with search interest in masak apa hari ini (what food to cook today) rising by 16%.

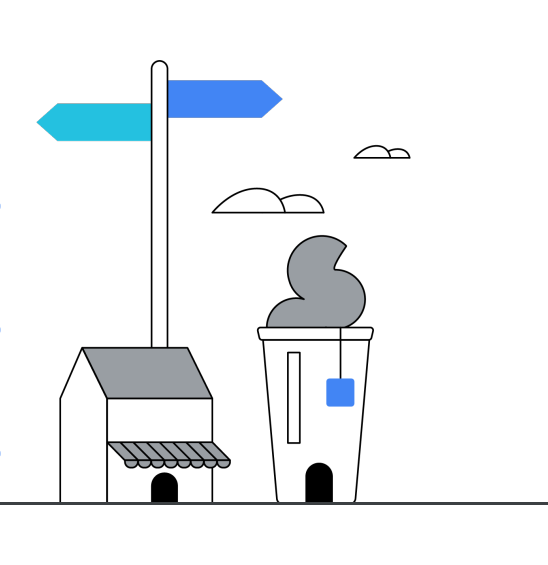
+16%

2

At the same time, more people want to eat outside while staying safe during the pandemic, and are turning to Search to look for nearby and outdoor options.

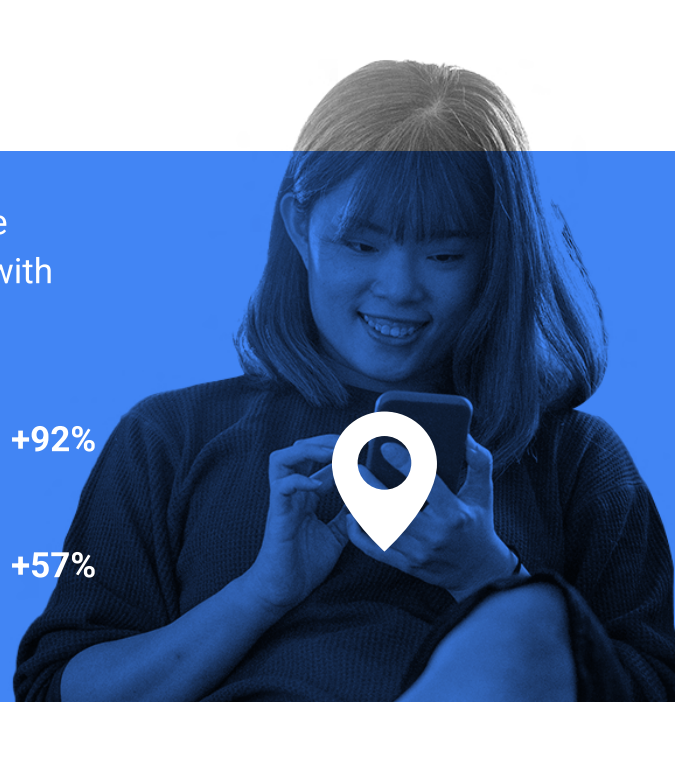
Growth in search interests in:

jam buka restoran restaurant's opening hours	+47%
cafe terdekat nearest cafe	+43%
restaurant terdekat nearest restaurants	+35%



Consumers are going online for ideas on where to visit, with growth in search interest in:

restoran outdoor outdoor restaurants	+92%
rekomendasi restoran restaurants recommendations	+57%



Healthy beverages that could be enjoyed on-the-go grew in popularity.

Search interest in air mineral botol (bottled water) grew by 34%.

+34%

Searches related to coconut water grew in 2021:

minuman air kelapa coconut water drink	+62%
air kelapa kemasan bottled coconut water	+110%

Sports and healthy drinks like minuman isotonik (ion drinks) and minuman vitamin c (vitamin C drinks) saw 33% and 56% growth respectively in search interest.

+56%

minuman vitamin c

MARKETING IMPLICATIONS

1 Your customers' purchase journey starts on Search — be present throughout by tapping into important keywords

Indonesians start their customer journeys online, whether it's looking for the nearest restaurant or searching for product recommendations. Digital video is also a key touchpoint, with food-related watchtime on YouTube growing by 40% compared to last year. In particular, search interest in videos related to "cara masak" (how to cook) grew by 120% and "resep" (recipes) by 70%. Brands need to be present on YouTube and Search throughout the entire journey from, discovery to purchase, and ensure that they're focusing on the right keywords to be visible when consumers are searching.

During Ramadan, Indonesians often search for Iftar and Sahur times as they change every day and vary by location. Unilever Indonesia leveraged this unique insight by using Search Ads 360 and ad customizers to implement automated, personalized countdowns to Sahur and Iftar in the brand's ads. Viewers were then linked to a website with relevant information about Unilever's products and Ramadan donation campaign, as well as Ramadan recipes. This creative campaign helped Unilever to stay relevant during Indonesia's biggest festive season, and improved CTR by 15% at 39% lower cost per engagement.

2 Tap into rising health consciousness by providing reliable information that highlights your product's health benefits

As people research for healthier choices, brands not only need to show up wherever consumers are searching, but also ensure their websites contain trusted and relevant information.

3 Ride the wave of culinary trends to offer an indulgent experience at home

While Indonesians cannot travel abroad, they're looking for ways to enjoy foreign cuisines at home, as reflected by the popularity of Korean food and Dalgona candy.

Thanks to Google Destination Insights, Mie Sedaap learned that Singapore was the top international destination for Indonesian travelers. Given travel restrictions, Mie Sedaap decided to bring Singaporean cuisine to Indonesia. Research showed that laksa was a big favorite among Indonesians, inspiring the brand to create the Mie Sedaap Selection Singapore Spicy Laksa and launch it with YouTube solutions, reaping great results.

Departing
Returning
Adults (18+)
Children (0-17)
Search

Sources:
All Google Search data points included in this report are from Google Trends, Indonesia, Sep 1, 2020 - Aug 31, 2021 vs. Sep 1, 2019 - Aug 31, 2020, unless indicated otherwise.