

Sustainable Trends

Indonesia's Food & Beverage Industry



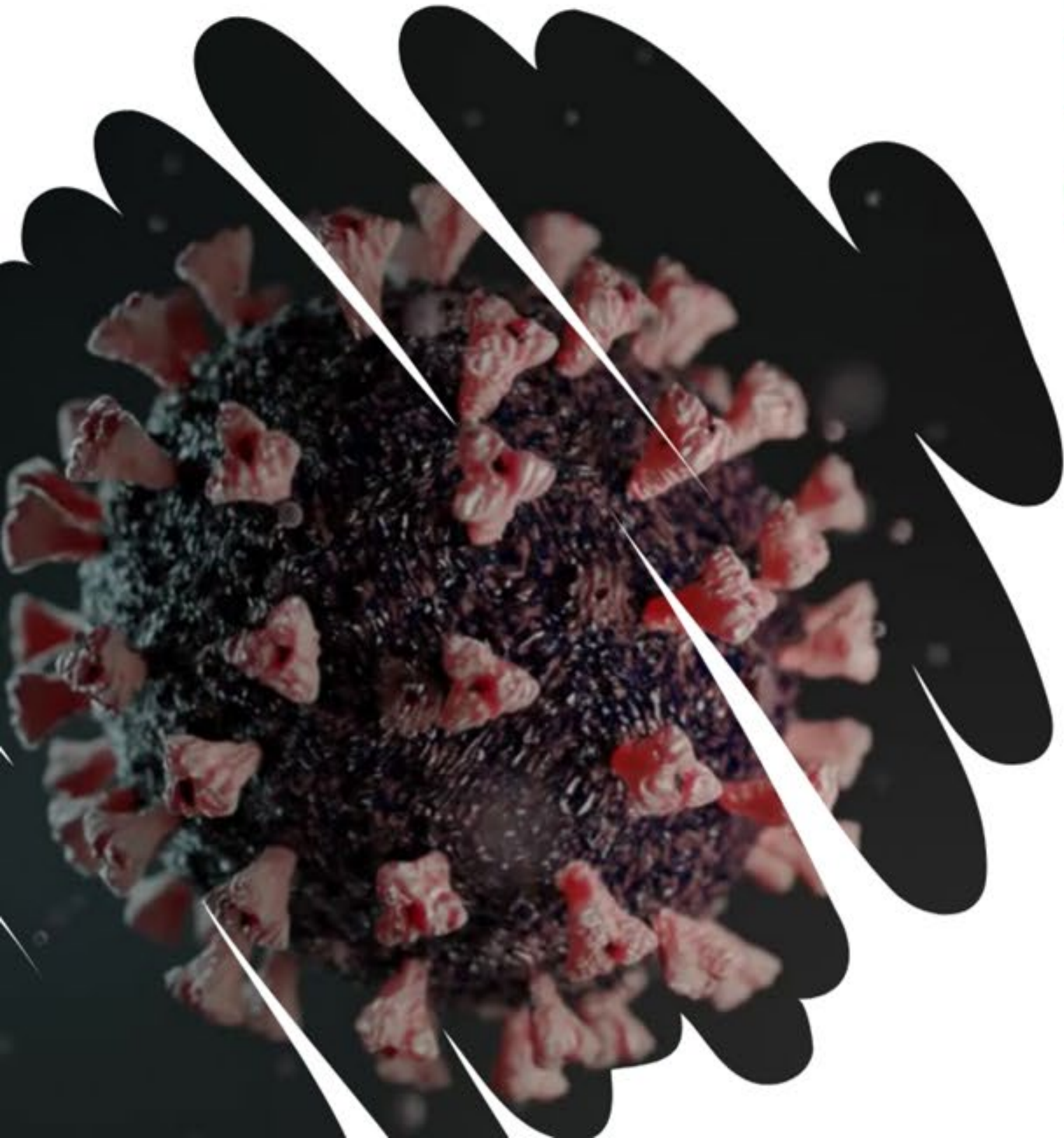
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Explore some challenges and opportunities in the food and beverage sector during the COVID-19 outbreak

Looking ahead, the sector will need to adapt to some of the new realities that have emerged as a result of changing consumer preferences and consumption habits. These include, food safety issues, including some recent concerns that have emerged around packaging materials used for online food delivery services





The pivotal role of trust

consumers are growing increasingly concerned about various food safety aspects. e-commerce category is now the online retail of food and beverages.

In particular, food packaging has emerged as a key area of concern (No Plastic).

At the same time, other food safety aspects as priority, People are willing to pay for healthier choices even if they come with a more expensive price tag.



eCommerce Platform will overcome new challenges in the Food Industry

Online grocers and food retailers are one of the fastest growing segments in today's eCommerce market.

As consumers begin to feel more comfortable ordering food and groceries online, retailers must put more focus on having a digital presence



Create products

That satisfy changing consumer tastes

Consumers become better educated about where their food and drink comes from. When consumers are surprised and delighted by new experiences, They will more willing to repeat the behavior.



what to do?



Encourage
Traditional food



Packaging



Competitive
Price

Thank you



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