

Kaneka Foods Indonesia to set up processed oil facility

10 January 2019 | News

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The confectionary and bakery market is expected to continue seeing steady expansion in Indonesia and other Asian countries due to overall population increases as well as the expansion of middle to high end consumer classes. This is especially so in Indonesia where the preference for baked products is increasingly an accepted part of daily life-styles, and where the consumption of baked goods has been showing a compound annual growth rate of 5%. KFI has, since 2013, been responding to customer needs by developing high-quality products that align with local tastes. As a result of this effort, KFI has achieved business expansion, including the successful introduction of a kind of soft bread with an unfamiliar texture to the Indonesian market.

Setting up this new factory will allow KFI to enter a new stage through the supply of new products such as margarine. Furthermore, KFI will be better able to combine product knowledge and technical applications based on customers' specific needs, and accelerate product development. KFI will spread the culture of Japanese style attractive confectionary and bakery around the Asian market to achieve a target of 10 billion yen in sales.