

Indonesian premium chocolate makers eye Australian market

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Sweet opportunities for the Indonesian premium chocolate industry abound under a new partnership between Jakarta-based fine chocolate manufacturer Pipiltin Cocoa and Katalis, a business development programme backed by the Australian and Indonesian governments.

Pipiltin Cocoa will serve as a point of contact with other interested premium cocoa businesses in Indonesia as the industry targets the Australian market, responding to Australia's growing demand for a more diverse range of premium products. The new partnership will provide important market insights for Indonesian exporters seeking to penetrate the Australian specialty chocolate market and beyond.

Rapid growth in the Indonesian premium chocolate industry over the last five years means it is highly suitable for investment. Australia's premium chocolate segment is also ripe for new opportunities, with similarly fast growth due to increased health consciousness and growing demand for a more diverse range of premium products.

With a significant proportion of the small and medium enterprises in Indonesia's premium cocoa supply chain owned and led by women, new market opportunities will empower women entrepreneurs, smallholder cocoa producers, workers, farmers, and young people.