

Indomaret (Indomarco Prismaatama)

Overall analysis/ Product Profile Results

PT Indomarco Prismaatama's Retailer Profile

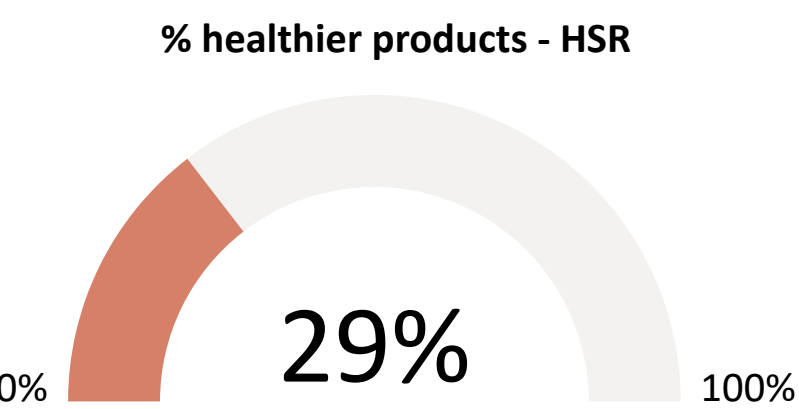
Headquarters Indonesia	Operating Brands Indomaret
Market Share (Formal Retail Market) ¹ 31-33%	Geographic Coverage Nationwide
Type of Ownership Private	Primary Retail Format Convenience Stores
Primary Consumer Segment Mass market	Operation Model Franchise or equivalent / Decentralized

Important - The findings of this Assessment regarding retailers’ performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers’ control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

Footnote:
1. Euromonitor International, Staple Foods Industry edition, 2024

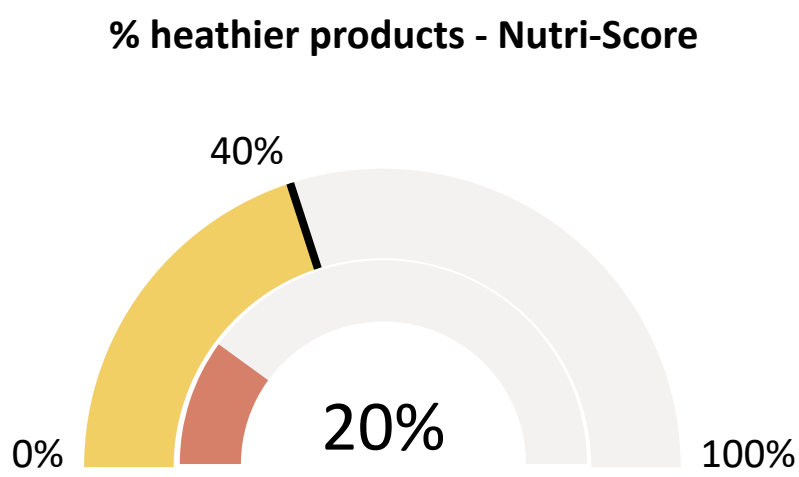
Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the retailer's overall portfolio, as assessed by different nutrient profiling models.



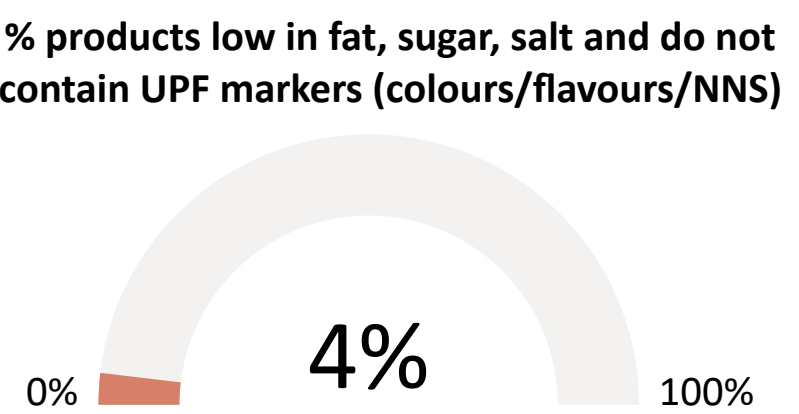
Of 55 private label products assessed across all applicable categories, 29% are considered healthier based on the **HSR model** and healthier threshold of 3.5 stars or above.

The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.



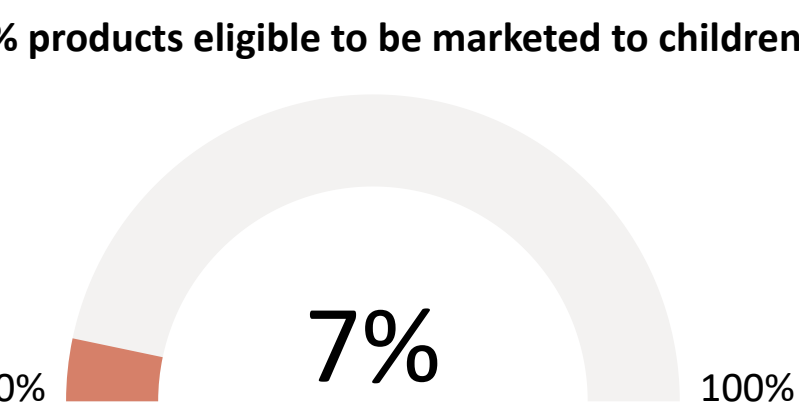
Of 55 private label products assessed across all applicable categories, 20% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 40% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison.

The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.



Of 53 private label products assessed across all applicable categories, 4% are **non-HFSS** (so not High in Fat, Salt and Sugar) and **non-UPF** (no colours/flavours/NNS as markers of Ultra-Processed Food) products.

The **HFSS + colours/flavours/NNS approach** (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.



Of 76 private label products assessed across all applicable categories, 7% meet the **WHO SEARO** eligibility criteria for marketing to children.

The **WHO SEARO** model is a nutrient profile model for use and adaptation by Member States of the WHO South-East Asia Region when developing policies to restrict food marketing to children.

Findings

[-] Recognition of nutrition

While the company has undertaken a materiality assessment, this did not identify nutrition (or similar) as material risks for the company. Similarly, no nutrition-related risks were identified in the company’s enterprise risk register. [Link](#)

[-] Addressing & prioritizing nutrition

No evidence of a strategy or approach to improving nutrition outcomes for its consumers was identified in the company’s public reporting. It is worth noting, however, that the company recently introduced a new convenience store concept, Indomaret Fresh, which includes an explicit focus on offering fresh and frozen vegetables and fruits, as well as premium and imported products, targeting the middle to upper socioeconomic consumer. The company aimed to have at least 1,000 of these stores by the end of 2023. [Link](#)

Recommendations

[-] Recognition of nutrition

Indomarco Prismaatama (Indomaret) is encouraged to explicitly recognize consumer health and nutrition as an important material issue within its ESG risk assessment. The company is also encouraged to identify and disclose nutrition-related risks in the public enterprise risk register reported in its Annual Reports, including potential business impacts of changing consumer preferences and health consciousness, reputational risks, and possible future regulatory requirements. By proactively engaging on nutrition and health, Indomaret can strengthen long-term resilience, trust, and competitiveness.

[-] Addressing & prioritizing nutrition

To play an active role in addressing and preventing rising rates of overweight and obesity in Indonesia, Indomaret is strongly encouraged to integrate nutrition considerations across its commercial business and develop a comprehensive strategy to improve its impact on consumer health, in line with ATNi’s recommendations from this Retail Assessment. This should include clear objectives and defined actions. This would help the company meet growing expectations from consumers and regulators, while differentiating itself from competitors and supporting long-term, sustainable growth.

[-] Nutrition governance & accountability

Indomaret is recommended to assign direct responsibility for its nutrition strategy to a named executive, and to formally incentivize progress by linking their remuneration to at least one nutrition-related KPI. The company is also encouraged to ensure that its Board of Directors formally approves and regularly reviews progress on its nutrition strategy. Strong governance and accountability mechanisms embed nutrition into decision-making at the highest levels, driving consistent implementation and signalling to stakeholders that the company is serious about delivering on its commitments.

Findings

☐ Nutrition targets and reporting

No evidence was found on the public domain of targets to increase sales of ‘healthier’ products or fruits and vegetables, nor of reporting on the proportion of sales derived from such products. Similarly, no targets or reporting were identified on reducing specific nutrients of concern or increasing positive ingredients in its private label portfolio.

Recommendations

☐ Nutrition targets and reporting

Indomaret is strongly recommended to track the sales of products — starting with its private label portfolio — that meet a formal definition of ‘healthier’, such as those classified as Nutri-Level ‘A’ or carrying the ‘Healthier Choice’ logo. The results should be published annually, ideally according to ATNi’s proposed NPM reporting guidelines. The company is also strongly encouraged to set an ambitious, timebound target to increase the proportion of total food sales derived from products meeting this definition. Setting targets and transparently reporting in this way not only helps to focus internal efforts, but also builds stakeholder trust by demonstrating accountability and a commitment to promoting healthier consumer choices.

☐ Defining ‘healthier’ products

Indomaret is strongly recommended to adopt a government-endorsed NPM to define ‘healthier’ products within its portfolio, such as Nutri-Level ‘A/B’ or the ‘Healthier Choice’ criteria. It can use this ‘healthier’ definition to guide decisions on stocking, pricing, positioning, promotion, marketing and labelling of products, as well as to develop new healthy products and reformulate existing products to improve their healthiness.

Findings

☐ **Affordability of healthier products**

Indomaret states that its business strategy focuses on “providing goods at affordable prices and in strategic locations, with various attractive promotions and discounts”. However, no evidence was found that the company’s strategy includes an explicit focus on ‘healthier’ products or reaching lower-income consumers with such products. [Link](#)

☐ **Price promotions & loyalty rewards**

No evidence of a policy or initiative to offer proportionately more price promotions on healthier products was found, nor any loyalty mechanisms to incentivize the purchasing of healthier products specifically.

Recommendations

☐ **Affordability of healthier products**

Building on its overall commitment to affordability, Indomaret is encouraged to develop a dedicated strategy to increase the affordability of ‘healthier’ products specifically, ensuring that these are priced more competitively relative to less healthy options. This should include defining how affordability will be measured in Indonesia, and targets to increase the availability and affordability of ‘healthier’ products. Especially given the company’s extensive reach in Indonesia, the company is encouraged to develop a strategy to improve the accessibility of affordable, healthy products for lower-income consumers.

☐ **Price promotions & loyalty rewards**

Indomaret is encouraged to leverage its loyalty rewards program to actively incentivize the purchase of ‘healthier’ products, ideally through ongoing or permanent mechanisms. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to ‘healthier’ products throughout the year, or to reduce promotions on less healthy products. The company could also consider tracking and publicly reporting quantitative data on these initiatives to demonstrate their reach and impact.

Findings

- In-store marketing techniques**

No evidence was found in the public domain of policies or initiatives addressing the in-store positioning of healthier versus unhealthy products, such as in prominent in-store locations, improving shelf-space ratios, or using promotional techniques (beyond pricing) to encourage sales of healthier products and/or fruits and vegetables.
- Responsible marketing to children**

No evidence of a policy in place to restrict the marketing of unhealthy products to children was found on the public domain.
- Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF)**

No evidence of a policy for the responsible marketing of BMS or CF was found on the public domain.

Recommendations

- In-store marketing techniques**

Indomaret is encouraged to develop initiatives to increase the proportion of healthier products that are prominently displayed in high-traffic areas of stores, such as end-of-aisle displays, checkout zones, and store entrances, relative to less healthy products. Ideally, these efforts would be complemented by similar practices in online retail environments, ensuring that healthier options are prominently featured in digital promotions, search results, and recommendations.
- Responsible marketing to children**

Indomaret is strongly encouraged establish a formal policy to not market products that do not meet a formal definition of ‘healthy’, ideally based on a government-endorsed NPM or the WHO South-East Asia Regional Model, to children under the age 18, in line with WHO and UNICEF recommendations. This commitment should apply to all products, including treats and seasonal products, and across all marketing channels and techniques, including in-store promotion, digital media, and sponsorships, while being transparent about any exemptions. The company is also encouraged to commission independent third-party audits of this policy on an annual basis, and to publish the results to demonstrate transparency and accountability.
- Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF)**

Indomaret is encouraged to develop and publicly disclose a policy on the responsible marketing of BMS and CF, fully aligned with the WHO International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly (WHA) resolutions. This policy should clearly outline the company’s commitments, scope of application, and mechanisms for monitoring and enforcement across all markets and subsidiaries.

Findings

☐ **Identifying healthier products**

No evidence of a company initiative currently in place to assist consumers in identifying ‘healthier’ or ‘unhealthy’ products as they are displayed, either in-store or online, was found. Indonesia’s National Agency of Drug and Food Control (BPOM) has drafted a regulation to mandate an interpretive front-of-pack labelling (FOPL) system, the Nutri-Level, which focuses on sugar, salt, and fat content, but this has not yet come into force.

☐ **Responsible use of health and nutrition claims**

No evidence was found of a policy to follow Codex Guidelines on the use of health and nutrition claims on its products, or to restrict such claims to products classified as ‘healthier’ according to an NPM.

Recommendations

☐ **Identifying healthier products**

Indomaret is encouraged to actively comply with BPOM’s Nutri-Level regulation ahead of the 2027 deadline.

☐ **Responsible use of health and nutrition claims**

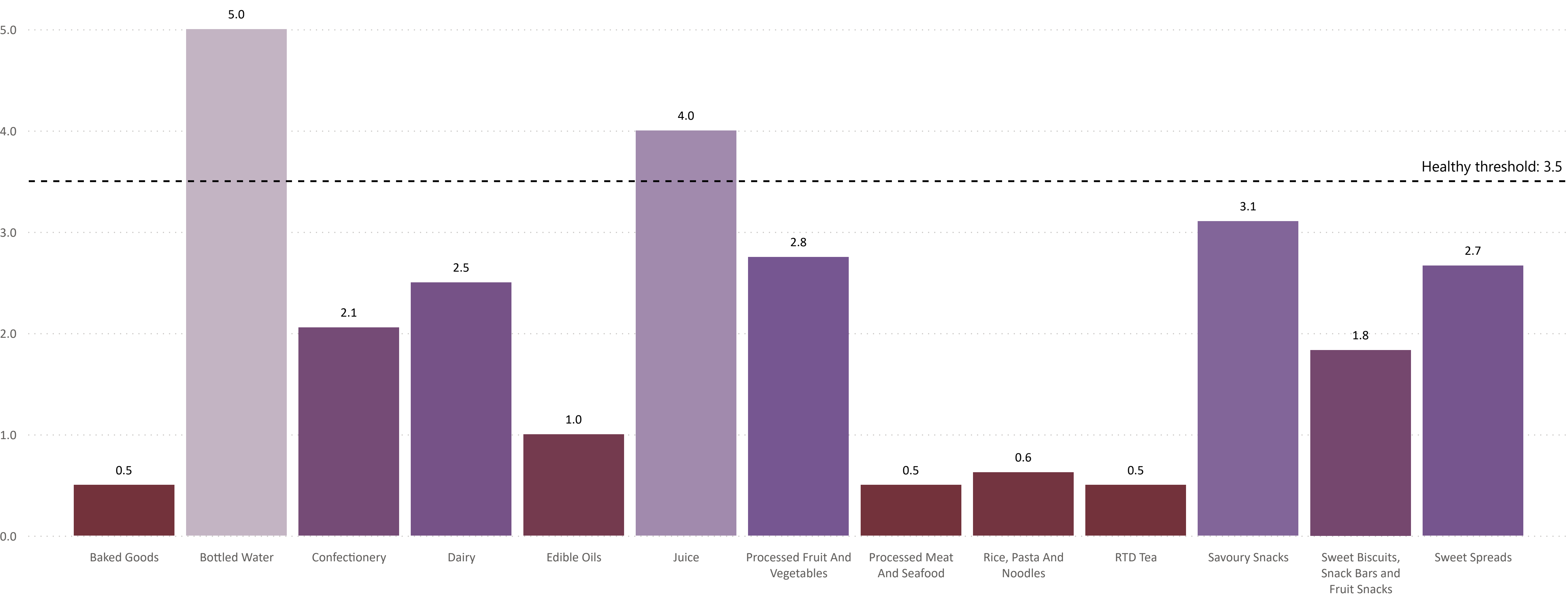
Indomaret is encouraged to publicly commit to following Codex Alimentarius Guidelines on the use of health and nutrition claims on its private label products, and to only place claims on products classified as ‘healthier’ according to the proposed Nutri-Level framework.

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Private Label Product Profile Results

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Indomaret.

Mean HSR by category





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Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Category	% healthier products: HSR	% healthier products: Nutri-Score (A+B)	% healthier products: Nutri-Score (A+B+C)	% products that are HFSS	% products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS)	% products meeting WHO SEARO eligibility criteria	% products meeting WHO WPRO ¹ eligibility criteria
Baked Goods	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Bottled Water	100% (3/3)	100% (3/3)	100% (3/3)			100% (3/3)	100% (3/3)
Confectionery	0% (0/9)	0% (0/9)	11% (1/9)	100% (9/9)	100% (9/9)	0% (0/10)	0% (0/10)
Dairy	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Edible Oils	0% (0/1)	0% (0/1)	0% (0/1)	100% (1/1)	100% (1/1)	0% (0/1)	0% (0/1)
Juice	100% (2/2)	100% (2/2)	100% (2/2)	50% (1/2)	50% (1/2)	50% (1/2)	0% (0/2)
Processed Fruit And Vegetables	50% (1/2)	50% (1/2)	50% (1/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Processed Meat And Seafood	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Ready Meals						0% (0/1)	0% (0/1)
Rice, Pasta And Noodles	0% (0/4)	0% (0/4)	0% (0/4)	100% (4/4)	100% (4/4)	0% (0/4)	0% (0/4)
RTD Tea	0% (0/3)	0% (0/3)	0% (0/3)	100% (3/3)	100% (3/3)	0% (0/3)	0% (0/3)
Savoury Snacks	53% (10/19)	26% (5/19)	63% (12/19)	95% (19/20)	95% (19/20)	0% (0/36)	0% (0/35)
Sweet Biscuits, Snack Bars and Fruit Snacks	0% (0/3)	0% (0/3)	0% (0/3)	100% (3/3)	100% (3/3)	33% (1/3)	0% (0/3)
Sweet Spreads	0% (0/3)	0% (0/3)	100% (3/3)	100% (3/3)	100% (3/3)	0% (0/5)	0% (0/5)
Total	29% (16/55)	20% (11/55)	40% (22/55)	96% (51/53)	96% (51/53)	7% (5/76)	4% (3/75)

Footnote:

1. The **WHO WPRO** model is a nutrient profile model for use and adaptation by Member States of the WHO Western-Pacific Region when developing policies to restrict food marketing to children.