

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The healthy food market is one of the most competitive markets in Indonesia, especially in the snack bar type product market since it currently has a potential growth rate of 7.80% from 2024-2032 in Indonesia (Imarc, 2024). The snack bar market is one of the most saturated markets in Indonesia with several companies occupying a significant amount of market shares, allowing most companies like RnA Indonesia to focus on innovation and continuous improvement to develop a distinctive value propositions and fulfilling the customer problems and needs (Kumlu, 2023; Mordor, 2023). Research and Apply Indonesia or known as RnA Indonesia is a food manufacturing company that aims to develop a diverse range of food products using various staple food alternatives by utilizing rarely used local ingredients to reduce the dependency of several imported food ingredients, such as wheat. In Indonesia, wheat has been ranked as the second most consumed food ingredient in Indonesia after rice with approximately 9.2 million tons in 2023 (Reidy et al., 2021). Additionally, most of Indonesia's wheat supplies are imported from various foreign countries, such as Australia, Ukraine, USA, and Canada, which may lead to high dependency of wheat as the main staple food and causing food insecurity and limited dietary diversity (Rozaki et al., 2021; OEC, 2021).

RnA Indonesia is currently aiming to expand its business and product catalog by penetrating the healthy food market and developing various nutritious food products with a diverse range of local rarely used ingredients, which allows it to develop RnA Nutrition. RnA Nutrition is currently aiming to develop a snack bar that is rich with fiber from millet flour to reduce the risk of constipation (healthy lifestyle), which is a condition of an individual experiencing difficult and infrequent stool evacuation (Jani, 2018). Constipation is one of the main concerns that is currently faced especially in Indonesia since the prevalence rate of constipation have reached over 20% of the population (Wahab, 2019; Oswari 2018) Constipation can be caused by various factors, however the most common factor is the low consumption of fiber by most individuals since fiber is one of the nutrients that can be beneficial to improve stool's consistency and bowel movements (Schoot, 2022; Yang, 2012).