

Top Opportunities in Asia's Packaged Food: 2024 and Beyond

Global Strategy | 2024-03-20 | 42 pages | Euromonitor

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Report description:

Between 2018 and 2023, Asian countries saw polarised rates of growth in packaged food sales. For 2023-2028, however, this range is set to narrow as markets stabilise. Companies are focusing on expansion, innovation and building value. Within these three strategies are key pockets of opportunity around life stage nutrition, the evolution of plant-based and the growing desire for comfort food. Brands must balance between health, price and taste.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage: <|Products|>

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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