

Driving Routine and Impulse Eating Occasions in Asia

Global Strategy | 2024-08-22 | 35 pages | Euromonitor

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Report description:

Spending is set to improve in Asia Pacific, shifting consumer priorities from affordability to longer-term value seeking across channels. Brands must offer superior value regardless of time and place. Snack and meal solutions can tap into routine occasions to offer products that elevate monotonous and hectic times of day. At the same time, there are opportunities to tap into digital strategies to enhance impulse purchases and engage consumers.

Euromonitor International's Driving Routine and Impulse Eating Occasions in Asia global briefing provides a comprehensive overview of the Cooking Ingredients and Meals market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in <|Year|> informs forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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