

Probiotics and Botanicals: The Next Healthy Food in Asia

Global Strategy | 2024-08-06 | 32 pages | Euromonitor

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Report description:

Probiotics and botanicals are rising "super ingredients", with potential to propel health and wellness proposition of packaged food in Asia. The role of fermentation and cultured foods in Asia is helping to increase the acceptance of probiotics in food, while the emerging understanding of their benefits beyond digestive health offers potential to tap into other health benefit claims. Botanicals also have a role to play in addressing emotional wellness, through a healthy indulgence positioning.

Euromonitor International's Probiotics and Botanicals: The Next Healthy Food 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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