

Asia-Pacific Food Coatings Market by Type (Predust, Batter, Breadings, Specialty Crumbs, Oven Coatings, Tempura, and Others), Application (Meat & Seafood Products, Convenience & Ready Meals, Snacks, Baked Goods, and Others), and Form (Liquid, Paste, and Dry): Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

Asia-Pacific Food Coatings Market Overview:

Food coatings are a layer of edible items used in cooking to improve the organoleptic properties and visual appeal of processed, fried, ready-to-eat products, and bakery & confectioneries. Moreover, they are used in cooking for enhancing taste and preservation. Food coatings are available in several types, forms, and textures, and each has its different application. For example, batters can be used to avoid moisture loss while preparing delicate food items such as tender meat or fish. In addition, breadings have become a popular option that are applied as food coatings to fried or baked foods to achieve certain texture, color, or flavor.

Rise in number of quick-service restaurants (QSRs) such as McDonalds, Burger King, Wendy's, Subway, and Dunkin' Donuts has significantly contributed toward the growth of the Asia-Pacific food coatings market. Furthermore, the food coatings market has witnessed considerable growth in the commercial sector, owing to rapid expansion of QSRs and adoption of fast food culture. In addition, development of the food & beverage sector boosts the Asia-Pacific condiments market growth. Moreover, increase in number of shopping and experience centers coupled with expansion of retail sector and changes in lifestyle, owing to rise in disposable income supplements the demand

for food coatings. However, fluctuations in prices of raw materials and health concerns associated to fried food are anticipated to hamper the demand for fast food, which in turn affects the demand for food coatings. On the contrary, increase in investments by players in R&D for producing gluten-free flours for batters is expected to provide opportunities of growth for the food coatings market in the Asia-Pacific region.

The Asia-Pacific food coatings market is segmented based on type, application, form, and country. On the basis of type, the market is segregated into predust, batters, breadings, specialty crumbs, oven coatings, tempura, and others. As per application, it is categorized into meat & seafood products, convenience food & ready meals, snacks, baked goods, and others (confectionaries and ready-to eat (RTE) cereals). By form, it is fragmented into liquid, paste, and dry. Country wise, it is analyzed across China, India, Australia, Japan, Indonesia, Thailand, Singapore, Malaysia, Vietnam, and rest of Asia-Pacific.

In 2017, China accounted for the highest share in the Asia-Pacific food coatings market in terms of value and volume. However, India is anticipated to grow at the highest CAGR in terms of value and volume in the near future. Leading players in the Asia-Pacific food coatings market have focused on product launch as their key strategy to gain a significant share in the market. The key players profiled in the report include DPS/Dutch Protein & Services B.V., Kerry Inc., McCormick & Company, Inc., Continental Mills, Inc., TNA Australia Pty Limited, Bowman Ingredients, Cargill, B?hler AG, Dumoulin, GEA Group, and JBT Corporation.

Key Benefits for Asia-Pacific Food Coatings Market:

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Asia-Pacific food coatings market from 2018 to 2025 to identify the prevailing market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier?buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in Asia-Pacific are mapped according to their revenue contribution to the coating industry.

Asia-Pacific Food Coatings Key Market Segments:

By Type

Predust

Batters

Breadings

Specialty Crumbs

Oven Coatings

Tempura

Others

By Application

Meat & Seafood Products

Convenience Food & Ready Meals

Snacks

Baked Goods

Others

By Form

Liquid

Paste

Dry

By Country

China

India

Australia

Japan

Indonesia

Thailand

Singapore

Malaysia

Vietnam

Rest of Asia-Pacific

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for the stakeholder
- 1.3. Key market segments
- 1.4. Research methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key finding of the study
- 2.2. CXO perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top investment pockets
- 3.3. Porters five force analysis
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Bargaining power of buyers
 - 3.3.3. Threat of new entrants
 - 3.3.4. Threat of substitutes
 - 3.3.5. Intensity of competitive rivalry
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Rise in disposable income
 - 3.4.1.2. Increase in fast-food outlets
 - 3.4.1.3. Growth of retail network in emerging economies
 - 3.4.2. Restraint
 - 3.4.2.1. Rising costs of production due to fluctuating ingredient prices
 - 3.4.2.2. Health concerns associated to fast food items
 - 3.4.3. Opportunity
 - 3.4.3.1. Product innovation and improvements in quality of product

CHAPTER 4: ASIA-PACIFIC FOOD COATINGS MARKET, BY TYPE

4.1. Overview

4.1.1. Market size and forecast

4.1.2. Market volume and forecast

4.1.3. Predust

4.1.3.1. Market analysis, by country

4.1.4. Batter

4.1.4.1. Market analysis, by country

4.1.5. Breadings

4.1.5.1. Market analysis, by country

4.1.6. Specialty crumbs

4.1.6.1. Market analysis, by country

4.1.7. Oven coatings

4.1.7.1. Market analysis, by country

4.1.8. Tempura

4.1.8.1. Market analysis, by country

4.1.9. Others

4.1.9.1. Market analysis, by country

CHAPTER 5: ASIA-PACIFIC FOOD COATINGS MARKET BY APPLICATION

5.1. Overview

5.1.1. Market size and forecast

5.1.2. Market volume and forecast

5.2. Meat & seafood products

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market value analysis, by country

5.2.3. Market volume analysis, by country

5.3. Convenience food & ready meals

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market value analysis, by country

5.3.3. Market volume analysis, by country

5.4. Snacks

5.4.1. Key market trends, growth factors and opportunities

5.4.2. Market value analysis, by country

5.4.3. Market volume analysis, by country

5.5. Baked goods

5.5.1. Key market trends, growth factors and opportunities

- 5.5.2. Market value analysis, by country
- 5.5.3. Market volume analysis, by country

5.6. Others

- 5.6.1. Key market trends, growth factors and opportunities
- 5.6.2. Market value analysis, by country
- 5.6.3. Market volume analysis, by country

CHAPTER 6: ASIA-PACIFIC FOOD COATINGS MARKET BY FORM

6.1. Overview

- 6.1.1. Market value analysis
- 6.1.2. Market volume analysis

6.2. Liquid

- 6.2.1. Key market trends, growth factors and opportunities
- 6.2.2. Market analysis by country

6.3. Paste

- 6.3.1. Key market trends, growth factors and opportunities
- 6.3.2. Market analysis by country

6.4. Dry

- 6.4.1. Key market trends, growth factors and opportunities
- 6.4.2. Market analysis by country

CHAPTER 7: ASIA-PACIFIC FOOD COATINGS MARKET BY COUNTRY

7.1. Overview

- 7.1.1. Market size and forecast
- 7.1.2. Market volume and forecast

7.2. China

- 7.2.1. Key market trends, growth factors and opportunities
- 7.2.2. Market size and forecast by type
- 7.2.3. Market volume and forecast by type
- 7.2.4. Market size and forecast by application
- 7.2.5. Market volume and forecast by application
- 7.2.6. Market size and forecast by form
- 7.2.7. Market volume and forecast by form

7.3. India

- 7.3.1. Key market trends, growth factors and opportunities
- 7.3.2. Market size and forecast by type
- 7.3.3. Market volume and forecast by type

- 7.3.4. Market size and forecast by application
- 7.3.5. Market volume and forecast by application
- 7.3.6. Market size and forecast by form
- 7.3.7. Market volume and forecast by form
- 7.4. Australia
 - 7.4.1. Key market trends, growth factors and opportunities
 - 7.4.2. Market size and forecast by type
 - 7.4.3. Market volume and forecast by type
 - 7.4.4. Market size and forecast by application
 - 7.4.5. Market volume and forecast by application
 - 7.4.6. Market size and forecast by form
 - 7.4.7. Market volume and forecast by form
- 7.5. Japan
 - 7.5.1. Key market trends, growth factors and opportunities
 - 7.5.2. Market size and forecast by type
 - 7.5.3. Market volume and forecast by type
 - 7.5.4. Market size and forecast by application
 - 7.5.5. Market volume and forecast by application
 - 7.5.6. Market size and forecast by form
 - 7.5.7. Market volume and forecast by form
- 7.6. Indonesia
 - 7.6.1. Key market trends, growth factors and opportunities
 - 7.6.2. Market size and forecast by type
 - 7.6.3. Market volume and forecast by type
 - 7.6.4. Market size and forecast by application
 - 7.6.5. Market volume and forecast by application
 - 7.6.6. Market size and forecast by form
 - 7.6.7. Market volume and forecast by form
- 7.7. Thailand
 - 7.7.1. Key market trends, growth factors and opportunities
 - 7.7.2. Market size and forecast by type
 - 7.7.3. Market volume and forecast by type
 - 7.7.4. Market size and forecast by application
 - 7.7.5. Market volume and forecast by application
 - 7.7.6. Market size and forecast by form
 - 7.7.7. Market volume and forecast by form
- 7.8. Singapore
 - 7.8.1. Key market trends, growth factors and opportunities
 - 7.8.2. Market size and forecast by type

- 7.8.3. Market volume and forecast by type
- 7.8.4. Market size and forecast by application
- 7.8.5. Market volume and forecast by application
- 7.8.6. Market size and forecast by form
- 7.8.7. Market volume and forecast by form
- 7.9. Malaysia
 - 7.9.1. Key market trends, growth factors and opportunities
 - 7.9.2. Market size and forecast by type
 - 7.9.3. Market volume and forecast by type
 - 7.9.4. Market size and forecast by application
 - 7.9.5. Market volume and forecast by application
 - 7.9.6. Market size and forecast by form
 - 7.9.7. Market volume and forecast by form
- 7.10. Vietnam
 - 7.10.1. Key market trends, growth factors and opportunities
 - 7.10.2. Market size and forecast by type
 - 7.10.3. Market volume and forecast by type
 - 7.10.4. Market size and forecast by application
 - 7.10.5. Market volume and forecast by application
 - 7.10.6. Market size and forecast by form
 - 7.10.7. Market volume and forecast by form
- 7.11. Rest of Asia-Pacific
 - 7.11.1. Key market trends, growth factors and opportunities
 - 7.11.2. Market size and forecast by type
 - 7.11.3. Market volume and forecast by type
 - 7.11.4. Market size and forecast by application
 - 7.11.5. Market volume and forecast by application
 - 7.11.6. Market size and forecast by form
 - 7.11.7. Market volume and forecast by form

List Of Tables

LIST OF TABLES

- TABLE 01. ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)
- TABLE 02. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)
- TABLE 03. ASIA-PACIFIC PREDUST FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 04. ASIA-PACIFIC PREDUST FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 05. ASIA-PACIFIC BATTER FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 06. ASIA-PACIFIC BATTER FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 07. ASIA-PACIFIC BREADING FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 08. ASIA-PACIFIC BREADING FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 09. ASIA-PACIFIC SPECIALTY CRUMB FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 10. ASIA-PACIFIC SPECIALTY CRUMB FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 11. ASIA-PACIFIC OVEN FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 12. ASIA-PACIFIC OVEN FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 13. ASIA-PACIFIC TEMPURA FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 14. ASIA-PACIFIC TEMPURA FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 15. ASIA-PACIFIC OTHER FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)
- TABLE 16. ASIA-PACIFIC OTHER FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)
- TABLE 17. ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025, (\$MILLION)
- TABLE 18. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY APPLICATION,

2017-2025, (KILOTON)

TABLE 19. ASIA-PACIFIC BEEF AND VEAL MEAT CONSUMPTION IN THOUSAND TONNES, 2015-2017

TABLE 20. ASIA-PACIFIC PORK MEAT CONSUMPTION IN THOUSAND TONNES, 2015-2017

TABLE 21. ASIA-PACIFIC POULTRY MEAT CONSUMPTION IN THOUSAND TONNES, 2015-2017

TABLE 22. ASIA-PACIFIC FOOD COATINGS MARKET VALUE FOR MEAT & SEA FOOD PRODUCT, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 23. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME FOR MEAT & SEA FOOD PRODUCT, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 24. ASIA-PACIFIC FOOD COATINGS MARKET VALUE FOR CONVENIENCE FOOD & READY MEALS, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 25. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME FOR CONVENIENCE FOOD & READY MEALS, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 26. ASIA-PACIFIC FOOD COATINGS MARKET VALUE FOR SNACKS, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 27. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME FOR SNACKS, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 28. ASIA-PACIFIC FOOD COATINGS MARKET VALUE FOR BAKED GOODS, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 29. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME FOR BAKED GOODS, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 30. ASIA-PACIFIC FOOD COATINGS MARKET VALUE FOR OTHERS, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 31. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME FOR OTHERS, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 32. ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025, (\$MILLION)

TABLE 33. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025, (KILOTON)

TABLE 34. ASIA-PACIFIC LIQUID FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 35. ASIA-PACIFIC LIQUID FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 36. ASIA-PACIFIC PASTE FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 37. ASIA-PACIFIC PASTE FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 38. ASIA-PACIFIC DRY FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025, (\$MILLION)

TABLE 39. ASIA-PACIFIC DRY FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025, (KILOTON)

TABLE 40. ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY COUNTRY, 2017-2025 (\$MILLION)

TABLE 41. ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY COUNTRY, 2017-2025 (KILOTON)

TABLE 42. CHINA FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 43. CHINA FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 44. CHINA FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 45. CHINA FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 46. CHINA FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 47. CHINA FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 48. INDIA FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 49. INDIA FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 50. INDIA FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 51. INDIA FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 52. INDIA FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 53. INDIA FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 54. AUSTRALIA FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 55. AUSTRALIA FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 56. AUSTRALIA FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 57. AUSTRALIA FOOD COATINGS MARKET VOLUME, BY APPLICATION,

2017-2025 (KILOTON)

TABLE 58. AUSTRALIA FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 59. AUSTRALIA FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 60. JAPAN FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 61. JAPAN FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 62. JAPAN FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 63. JAPAN FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 64. JAPAN FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 65. JAPAN FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 66. INDONESIA FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 67. INDONESIA FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 68. INDONESIA FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 69. INDONESIA FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 70. INDONESIA FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 71. INDONESIA FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 72. THAILAND FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 73. THAILAND FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 74. THAILAND FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 75. THAILAND FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 76. THAILAND FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 77. THAILAND FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 78. SINGAPORE FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 79. SINGAPORE FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 80. SINGAPORE FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 81. SINGAPORE FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 82. SINGAPORE FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 83. SINGAPORE FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 84. MALAYSIA FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 85. MALAYSIA FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 86. MALAYSIA FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 87. MALAYSIA FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 88. MALAYSIA FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 89. MALAYSIA FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 90. VIETNAM FOOD COATINGS MARKET VALUE, BY TYPE, 2017-2025 (\$MILLION)

TABLE 91. VIETNAM FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 92. VIETNAM FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 93. VIETNAM FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 94. VIETNAM FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 95. VIETNAM FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

TABLE 96. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY TYPE,

2017-2025 (\$MILLION)

TABLE 97. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY TYPE, 2017-2025 (KILOTON)

TABLE 98. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY APPLICATION, 2017-2025 (\$MILLION)

TABLE 99. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY APPLICATION, 2017-2025 (KILOTON)

TABLE 100. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VALUE, BY FORM, 2017-2025 (\$MILLION)

TABLE 101. REST OF ASIA-PACIFIC FOOD COATINGS MARKET VOLUME, BY FORM, 2017-2025 (KILOTON)

List Of Figures

LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. TOP INVESTMENT POCKET IN FOOD COATINGS MARKET, BY COUNTRY, 2017

FIGURE 03. LOW BARGAINING POWER OF SUPPLIERS

FIGURE 04. MODERATE BARGAINING POWER OF BUYERS

FIGURE 05. LOW THREAT OF NEW ENTRANTS

FIGURE 06. MODERATE THREAT OF SUBSTITUTES

FIGURE 07. HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 08. ASIA-PACIFIC FOOD COATINGS MARKET SHARE, BY APPLICATION, 2017-2025 (%)

FIGURE 09. ASIA-PACIFIC FOOD COATINGS MARKET SHARE, BY FORM, 2017-2025 (%)

FIGURE 10. CHINA FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 11. INDIA FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 12. AUSTRALIA FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 13. JAPAN FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 14. INDONESIA FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 15. THAILAND FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 16. SINGAPORE FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 17. MALAYSIA FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 18. VIETNAM FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

FIGURE 19. REST OF ASIA-PACIFIC FOOD COATINGS MARKET, 2018-2025 (\$MILLION)

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