

Cooking in Southeast Asian Kitchens: Innovations in Food and Appliances

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Abstracts

With rising urbanisation and an ever-expanding middle-income segment, the Southeast Asian region will witness important changes to its consumption habits. This has implications for packaged food and consumer appliance companies with a stake in at-home cooking. This strategy briefing discusses key trends impacting the at-home meal journey in Southeast Asia through megatrends analysis and uncovers real world cases addressing these trends.

Euromonitor International's Cooking in Southeast Asian Kitchens: Innovations in Food and Appliances global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

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Get a detailed picture of the Consumer Appliances 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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