

Coronavirus, Eating and the 'New Normal': Lessons from Asia

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Abstracts

The lines between away-from-home and at-home consumption continue to blur, as eating occasions shift to the home, yet meal options widen from both retail and foodservice. On-the-go lifestyles switch to sedentary, but small pack sizes and impulse products fight to remain relevant. Consumers continue to prioritise convenience, alongside physical, mental and emotional health, and these values are set to drive innovation and the competitive landscape in Asia beyond the pandemic.

Euromonitor International's Coronavirus, Eating and the 'New Normal': Lessons from Asia global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

Why buy this report?

Get a detailed picture of the Packaged Food (Rolling Update) 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Contents

Introduction
The 'New Normal' in Asia
Meals at Home
Snacking Occasions
Food as Medicine
Conclusion

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