

The Evolution of Home Cooking in Asia Pacific

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Abstracts

In the two years since the onset of COVID-19, eating and drinking at home have evolved significantly in Asia Pacific. The roads to recovery remain divergent, with some markets on track and laggards shrouded with uncertainty, amplifying the need for companies to be versatile. This report dissects some of these changes and identifies opportunities within various aspects of home kitchens – from food, drinks and appliances to homeware – whilst considering pre-existing cultural nuances.

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