

The Future of Functional Food and Beverages in Asia Pacific

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Abstracts

In Asia Pacific, consumer need states in food and beverages cut across physical, mental and emotional wellbeing. Food and beverage companies can unlock opportunities in addressing consumers' health goals by utilising functional ingredients and positionings that address consumer need states. The report highlights various innovations in Asia Pacific, reflecting the competitive landscape of functional food and beverages.

Euromonitor International's The Future of Functional Food and Beverages in Asia Pacific global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

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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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