

Healthy Living: Focus on Snacks in Asia Pacific

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Abstracts

Snacking is rapidly evolving in Asia Pacific - so much so that the region is no longer a follower, having surpassed both Western Europe and North America in 2016 and 2017, respectively, in retail value sales of snacks in the world. In line with consumers' changing perceptions of health, snacking trends across Asia Pacific are increasingly incorporating various health themes. Localised innovation and disruptor brands lead the shift, welcoming an expanding base of consumers across the region.

Euromonitor International's Healthy Living: Focus on Snacks in Asia Pacific global briefing offers an insight into to the size and shape of the Packaged Food 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 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.

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