

Plant-Based Alternatives in Asia: Today and Beyond

<https://marketpublishers.com/r/P751C0A80289EN.html>

Date: February 2023

Pages: 50

Price: US\$ 1,325.00 (Single User License)

ID: P751C0A80289EN

Abstracts

Plant-based alternatives are in emerging stages in Asia and set to gain traction. Companies must navigate the unique perception of meat and dairy in this region to introduce plant-based products that match consumer expectations of nutrition, taste and price. Foodservice plays a key role in Asia in generating consumer interest, while competition in the retail environment intensifies. Innovation and R&D are important to localise global efforts that will attract both flexitarians and vegetarians.

Euromonitor International's Plant-Based Alternatives in Asia: Today and Beyond global briefing provides a comprehensive overview of the Staple Foods market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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