

# Positioning Premium Food in Asia

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## Abstracts

This report analyses how premiumisation is adopted in Asian food markets – a strategy to draw value growth in a challenging economic environment. Distilling consumer motivations to spend and key categories that show persistent growth despite unit price increases helps to identify more resistant categories and products. Identifying the right premium attributes is also essential, alongside playing in categories driven by value.

Euromonitor International's Positioning Premium Food in Asia global briefing provides a comprehensive overview of the Dairy Products and Alternatives 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:** Baby Food, Dairy, Plant-based Dairy.

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

## Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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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