

Top Opportunities in Asia's Packaged Food: 2024 and Beyond

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Abstracts

Between 2018 and 2023, Asian countries saw polarised rates of growth in packaged food sales. For 2023-2028, however, this range is set to narrow as markets stabilise. Companies are focusing on expansion, innovation and building value. Within these three strategies are key pockets of opportunity around life stage nutrition, the evolution of plant-based and the growing desire for comfort food. Brands must balance between health, price and taste.

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