

Research Report on Southeast Asia Salty Snacks Industry 2023-2032

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Abstracts

Salty snacks are snacks with a salty or spicy taste, including meat snacks, nuts, popcorn, puffed foods such as potato chips, pretzels, various processed foods, and traditional snacks. With the economic development of Southeast Asia and the improvement of the living standard of residents, the food and beverage industry is booming, driving the expansion of the salty snack food industry with rich taste and convenient storage.

Competition in Southeast Asia's salty snack industry is fierce, with multinational companies such as Nestle, Yoshi and Pepsi competing with local companies for market share in Southeast Asia's salty snacks. At the same time, the lower production costs and relaxed policy environment in Southeast Asia have attracted global snack brands to invest and build factories in Southeast Asia. Some Chinese companies have also started to layout the Southeast Asian salty retail market, such as in 2018, Chacha's first overseas factory was completed in Thailand and officially put into operation in 2019, with an annual capacity of 30,000 tons to provide nut products for the Southeast Asian, European and American markets.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of

less than US\$2,000 in 2021. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2021, while Indonesia, which has the largest population, will have a population of about 275 million people in 2021.

CRI expects the salty snacks industry in Southeast Asia to maintain growth from 2023-2032.

Topics covered:

Southeast Asia Salty Snacks Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Salty Snacks Industry?

Which Companies are the Major Players in Southeast Asia Salty Snacks Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Salty Snacks Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Salty Snacks Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Salty Snacks Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Salty Snacks Industry Market?

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What are the Major Adverse Factors Facing Southeast Asia Salty Snacks Industry?

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