



# The Evolution of Home Cooking in Asia Pacific

December 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

Asian markets show positive recovery prospects through 2022

Growth in spending to come from Asian markets

Reduced consumer mobility strengthens home eating occasions

Opportunities in the key stages of eating at home

## PREPARATION

Shifts in lifestyles and food consumption habits spark innovation

Higher frequency and sophistication of making coffee at home

German Pool, Hong Kong: merging convenience with aesthetics

Consumers look for fresh and convenient meal solutions

EveryPlate, Australia: comfort food made easy and affordable

Localisation will be a key differentiator to justify consumer spend

Samsung Curd Maestro, India: localised do-it-for-you refrigerator

Key lessons to aid food preparation in Asian homes

## COOKING

Strong alternatives to home-cooked food make innovation urgent

Adoption of new technologies creates the need for new food features

CJ Cheiljedang: building a light fryer-compatible portfolio

The fight for countertop space raises demand for multifunctionality

Philips and Electrolux: light fryers and microwaves blur lines

Re-imagining convenient cooking at home through food packaging

Hot Cup, Thailand: self-heating packaging extends beyond China

Key lessons to aid cooking in Asian homes

## CLEANING

Heightened sensitivity towards hygiene creates varied opportunities

Price and heightened hygiene awareness benefit hand dishwashing

Sahaja, Indonesia: various formats allow outreach to non-users

Dishwashers demonstrate value in and beyond the pandemic

Xiaomi Mijia, China: highly affordable automated cleaning

Single-use packaging reduces the use of cleaning aids

SteamMe, Japan: ready-to-cook packaging reduces clean-up

## CLEANING

Key lessons to aid cleaning in Asian kitchens

## KEY TAKEAWAYS

Expected developments in Asian kitchens

Recommendations

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-evolution-of-home-cooking-in-asia-pacific/report](http://www.euromonitor.com/the-evolution-of-home-cooking-in-asia-pacific/report).