

Meals and Soups in Asia Pacific

December 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific seeing strong growth in its meals and soups market

Positive growth expected for Asia Pacific throughout the 2017-2027 period

Chilled ready meals lead in Japan, frozen ready meals in China

South Korean meal kits seeing particularly strong growth

Ready meals continue to dominate meals and soups sales...

...but food kits the most dynamic category

E-commerce continuing to gain share in meals and soups...

...but supermarkets/hypermarkets dominate retail distribution in Asia Pacific

LEADING COMPANIES AND BRANDS

Fragmented competitive landscape for meals and soups at a regional level

Generics enjoy great popularity in chilled ready meals in Japan

Bias towards Japan and China as the main revenue generators in Asia Pacific

Bibigo moves up the top 10 brand rankings in 2017-2022

FORECAST PROJECTIONS

Positive but gradually slowing growth expected over the 2022-2027 period

Players launching plant-based products in Japan

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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