



Cooking Ingredients and Meals in Asia Pacific

January 2024

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Key findings

REGIONAL OVERVIEW

Asia Pacific has the highest sales of cooking ingredients among the regions

Chinese decline hits the 2023 performance, but positive growth expected from 2024

Edible oils just ahead of sauces, dips and condiments

Vegetable and seed oil adds USD6.5 billion in new sales in India over 2018-2023

Quick recipe kits recording dynamic growth in China

Positive growth in all the main categories in 2018-2023

Emergence from the pandemic hits retail sales in China in 2023

Supermarkets or small local grocers tend to be the main distribution channel

Retail e-commerce continues to increase its sales and share

LEADING COMPANIES AND BRANDS

Competitive landscape becoming more fragmented in China

Generic products hold the greatest share in the Japanese market

Unilever the only top 10 player present across much of the region

Fresheasy moves up the rankings in South Korea over the review period

FORECAST PROJECTIONS

Positive growth of around 3% a year is expected over the forecast period

Health and wellness will play an increasing role in Asia Pacific

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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