

# Staple Foods in Asia Pacific

January 2024

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the greatest sales of staple foods among the regions

Positive growth will be seen throughout the whole 2018-2028 period

Asia Pacific the clear leader in terms of rice, pasta and noodles sales

Strong growth for rice, pasta and noodles in India over 2018-2023

India recording dynamic growth over the 2018-2023 period

Rice, pasta and noodles account for the bulk of new sales over 2018-2023

Health and wellness a key trend across the region

Supermarkets and small local grocers the main distribution channels

Retail e-commerce continues gaining share

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscapes for staple foods in most Asia Pacific countries

Generics account for more than three quarters of Japanese chilled processed seafood sales

Leading branded players tend to have a relatively limited presence in different countries

No movement at the top of the rankings in Asia Pacific

## FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Health and wellness likely to continue playing an important role

## 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

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Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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