

Snacks in Asia Pacific

December 2023

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Key findings

REGIONAL OVERVIEW

Asia Pacific the second biggest region in terms of snacks sales

Negative impact of COVID-19 in 2020 and 2022, but sales now back on a growth trend

Chinese savoury snacks account for a quarter of total Asia Pacific snacks sales

Meat snacks the main growth driver in Chinese savoury snacks

Chocolate confectionery a strong performer in India over 2018-2023

Savoury snacks dominates new sales in 2018-2023

Health and wellness a key trend across the region

Supermarkets and small local grocers the main distribution channels

Snack collective stores recording strong growth in China

LEADING COMPANIES AND BRANDS

Very fragmented competitive landscape in China

Mondelez making share gains in India

Multinationals fill most of the top five places

Lay's potato chips brand continues to head up the snacks rankings in Asia Pacific

FORECAST PROJECTIONS

Annual growth of around 3% is expected throughout the forecast period

Health and wellness likely to continue playing an important role in the snacks market

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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