

Driving Routine and Impulse Eating Occasions in Asia

August 2024

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Spending on food is set to go up, driven by higher prices and a shift towards seeking value

Consumer choices polarised as the region split between affordability and value

Asia Pacific sees strong economic growth, but rising input costs drive up food prices

Forecasts to volume consumption of packaged food are softer than previously expected

MOTIVATING VALUE SPEND

Help consumers discern the benefits of spending a little more on value-for-money food

Strategise with the end in mind: Consider consumption occasions

Strategise with the end in mind: Consider consumer need states

“ Anytime, anywhere” strategies are integral to tap into value occasions

Preference for small pack sizes could generate unit price-driven value growth

Brands must assert their value propositions to trigger higher-value spend

Unique flavours and traits generate greater perception of value

Premium options demand clear differentiation and trust

CREATING IMPACTFUL ROUTINES

Tying-in to fun activities elevates daily routines and improves snacking cadence

Inject variety and shareability in mealtimes

Consider untapped routines and times of day by exploring new categories

Case study: Ayam repositions to aid with time-pressed dayparts in Singapore

Loyalty programmes and livestreaming disrupt routine purchasing patterns

EXPEDITING IMPULSE OCCASIONS

Anticipate treating and reward-based consumption

Maximise digital tools to build engagement and seek new point of sale opportunities

Build brand equity and perceived value by leveraging virality

Meaningful use of digital marketing sustains a brand through headwinds

Low prices can drive impulse purchases, but consistency is essential

CONCLUSION

Recommendations for growth

Evolution of routine and impulse eating occasions

Questions we are asking

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