



Staple Foods in Asia Pacific

March 2025

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific to become the biggest regional market for sales of staple foods in 2025

Positive growth will be seen throughout the 2019-2029 period

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

Strong growth for rice, pasta and noodles in India over 2019-2024

Japanese consumers appreciative of quick and easy, but healthy, meal solutions

Rice, pasta and noodles account for the bulk of new sales over 2019-2024

Increasing health awareness driving developments in staple foods in China

Price rises ease in Japan, but are still negatively impacting the sales performance

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

Baixiang moves into the top 10 brand rankings in Asia Pacific

FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Declining birth rate impacting sales of staple foods in Japan

Dynamic Indian and Indonesian markets will be helping to drive regional growth

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-asia-pacific/report.