



Euromonitor
International

Snacks in Asia Pacific

December 2024

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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

Savoury snacks dominate sales in the Chinese market

Confectionery loses a lot of sales in China in the pandemic years of 2020 and 2022

Savoury snacks dominates new sales in 2019-2024

Performances generally worsening in Chinese snacks in 2024

Positive value growth in both Japanese and Indian snacks sales

Small local grocers and supermarkets the main distribution channels

Snack collective stores recording strong growth in China

LEADING COMPANIES AND BRANDS

China has a very fragmented competitive landscape in snacks

Mondelez, Nestlé and Mars to expand chocolate confectionery manufacturing in India

Indian sweet biscuits companies the only single-market players in the regional top 10

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

FORECAST PROJECTIONS

Annual growth of around 2% is expected over the forecast period

Positive value growth forecast for China, Japan and India in the coming years

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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