



Euromonitor
International

Bridging Asia's Unmet Packaged Food Potential

July 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Asia Pacific's forecast value sales of packaged food accelerates to 2% up to 2029

451 million tonnes of packaged food could potentially be consumed in Asia Pacific

Consumer switch in choices could benefit markets that are diversifying import partners

The industry needs to reconsider its offerings to justify rising prices

India and Indonesia lead forecast growth

LEVERAGING SOFT DRIVERS

Soft drivers deliver hard impact to forecast growth

There is a need to break certain categories out of stagnation and avoid early maturity

Indonesia taps into changing lifestyles in processed meat

More competition in the Philippines can improve growth in instant noodles

South Korea embraces demand for product variety and innovation in baked goods

OFFERING VARIETY ALIGNED TO LIFESTYLE TRENDS

Convenience, experience and premiumisation are top forecast megatrends

The Asian palate for meat is becoming more diverse and experiential

Premium meat and seafood make inroads through both foodservice and retail

Meat and seafood formats are influenced by local dishes, cold chain and price

Fresh chilled beef, Vinabeef, nudges Vietnam's average prices upwards

Kanzler highlights the impact of sensory and convenience in Indonesia with finger food

WokTok brings the experience of Chinese cuisine into the Indian instant noodles market

Convenience and value features are predicted to have greatest lasting influence

EMBRACING COMPETITION AND DRIVING PRODUCT AVAILABILITY

Mature categories are reinvigorated by new market players

New consumption occasions and channels carve out opportunity for affordable novelty

Bakehouse405 and Heinz collaborate to tap into South Korea's meal occasions

Brands should remain mindful of value even in improving economies

Imperial enters the Philippines, offering value in bigger pack sizes and real meat

Lean into or stand out from small local grocers and street stalls/kiosks

New packaging unlocks the convenience store channel for Thailand's Royal Umbrella

Dole releases new treats in Japan, tapping into more fruit side streams

CONCLUSION

Strike a delicate balance between novelty and affordability when projecting value

Recommendations for growth

How Asia's market potential for fresh food and staple foods will evolve

Questions we are asking given the backdrop of market volatility

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