

# Savoury Snacks in Asia Pacific

January 2022

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific generates more savoury snacks sales than any other region

Asia Pacific to record 4% CAGRs in both the historic and forecast periods

China dominates the new value sales in Asia Pacific over 2016-2021

Other savoury snacks accounts for the bulk of new sales in 2016-2021

Pretzels, popcorn and tortilla chips remain minor categories

Spicy gluten quality upgrade for other savoury snacks in China

E-commerce makes major share gains during the pandemic...

...but store-based retailing continues to dominate sales

## LEADING COMPANIES AND BRANDS

Region's major market China has a fragmented competitive landscape

Japanese companies continue to lose share at a regional level

PepsiCo the only true multinational among the top 10 players

Lay's remains a strong regional leader over 2016-2021

## FORECAST PROJECTIONS

Healthy growth rates expected for savoury snacks in Asia Pacific...

...with other savoury snacks continuing to drive the overall market

Rising incomes and lifting of travel restrictions to help boost 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

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Japan: Competitive and Retail Landscape

Malaysia: Market Context

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Vietnam: Competitive and Retail Landscape

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