

The Evolution of Home Cooking in Asia Pacific

December 2021

Table of Contents

INTRODUCTION

Scope

Key findings

Asian markets show positive recovery prospects through 2022
Growth in spending to come from Asian markets
Reduced consumer mobility strengthens home eating occasions
Opportunities in the key stages of eating at home

PREPARATION

Shifts in lifestyles and food consumption habits spark innovation Higher frequency and sophistication of making coffee at home German Pool, Hong Kong: merging convenience with aesthetics Consumers look for fresh and convenient meal solutions EveryPlate, Australia: comfort food made easy and affordable Localisation will be a key differentiator to justify consumer spend Samsung Curd Maestro, India: localised do-it-for-you refrigerator Key lessons to aid food preparation in Asian homes

COOKING

Strong alternatives to home-cooked food make innovation urgent Adoption of new technologies creates the need for new food features CJ Cheiljedang: building a light fryer-compatible portfolio The fight for countertop space raises demand for multifunctionality Philips and Electrolux: light fryers and microwaves blur lines Re-imagining convenient cooking at home through food packaging Hot Cup, Thailand: self-heating packaging extends beyond China Key lessons to aid cooking in Asian homes

CLEANING

Heightened sensitivity towards hygiene creates varied opportunities Price and heightened hygiene awareness benefit hand dishwashing Sahaja, Indonesia: various formats allow outreach to non-users Dishwashers demonstrate value in and beyond the pandemic Xiaomi Mijia, China: highly affordable automated cleaning Single-use packaging reduces the use of cleaning aids SteamMe, Japan: ready-to-cook packaging reduces clean-up

CLEANING

Key lessons to aid cleaning in Asian kitchens

KEY TAKEAWAYS

Expected developments in Asian kitchens Recommendations

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/the-evolution-of-home-cooking-in-asia-pacific/report.