



# Meals and Soups in Asia Pacific

December 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific seeing strong growth in its meals and soups market

Positive growth expected for Asia Pacific throughout the 2017-2027 period

Chilled ready meals lead in Japan, frozen ready meals in China

South Korean meal kits seeing particularly strong growth

Ready meals continue to dominate meals and soups sales...

...but food kits the most dynamic category

E-commerce continuing to gain share in meals and soups...

...but supermarkets/hypermarkets dominate retail distribution in Asia Pacific

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscape for meals and soups at a regional level

Generics enjoy great popularity in chilled ready meals in Japan

Bias towards Japan and China as the main revenue generators in Asia Pacific

Bibigo moves up the top 10 brand rankings in 2017-2022

## FORECAST PROJECTIONS

Positive but gradually slowing growth expected over the 2022-2027 period

Players launching plant-based products in Japan

## 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

Vietnam: Competitive and Retail Landscape

## 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/meals-and-soups-in-asia-pacific/report](http://www.euromonitor.com/meals-and-soups-in-asia-pacific/report).