



Euromonitor
International

Asian Cuisine, Global Appetite

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

The rise of Asian cuisines is felt worldwide through packaged food and foodservice

Asian cuisine and Asian companies: A symbiotic growth engine

UNDERLYING FACTORS

Diaspora endorsement matters, but the growth prize lies beyond ethnic enclaves

Post-travel locals drive lasting demand for Asian cuisine back home

Quality trumps authenticity when consumers try new cuisines

Asia's soft power is growing across industries, spilling over into food

Asian retailers expanding overseas bring regional products, trends and lifestyles

SCALABLE GROWTH DRIVERS

Three structural impacts of rising Asian cuisine demand

Asian business strategies and cultures have disrupted global markets

Asian restaurants outpace market growth in every region worldwide

Case study: Suki Teenoi's volume-driven model invites entrants into the hotpot segment

Korean and Indian cuisines are coming up strongly in ready meal formats

Convenience and seamless preparation unlock Asian dishes at home

Case study: VRB in India ventured beyond local with pan-Asian/oriental cuisine

Uneven penetration of regional cuisines in Southeast Asia opens targeted entry points

Market segments with dietary needs have unmet demand for localised authenticity

Asian soft power help make unfamiliar foods more approachable

Case study: Unilever rides the Korean wave to defend share from trendier competitors

THE STRATEGIC PLAY

Strategies for an enduring presence in the Asian cuisine segment

Operational standardisation is key to scale and preserve authenticity, but with limits

Modular flavour bases enable customisation and premiumisation

Spice: Pairings unlock new categories and purchase occasions

Texture: Mochi's popularity proves sensorial value can fuel brand expansion abroad

Appetisers: Bold flavours and convenience at the intersection of snacks and meals

Penetrating large format retailers in Western markets is key

E-commerce acts as a key channel for innovation and to reach untapped segments

CONCLUSION

Asian cuisine is a gateway to long-term growth

Unique opportunities exist across the value chain

Recommendations for growth

The evolution of the rise of Asian cuisines

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