



Euromonitor  
International

# Cooking Ingredients and Meals in Asia Pacific

April 2025

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the highest sales of cooking ingredients among the regions

Consistent positive growth expected in the coming years

Edible oils the biggest category in cooking ingredients and meals in Asia Pacific

Edible oils add almost USD4 billion in new sales in India over 2019-2024

Quick recipe kits sales in China declining after doubling during the pandemic

Edible oils add the most new sales in the region in 2019-2024

Health and wellness increasingly influencing new product development in China

Strong volume growth being seen in India

Supermarkets or small local grocers tend to be the main distribution channel

Retail e-commerce continues to increase its sales and share

## LEADING COMPANIES AND BRANDS

Leader Wilmar International loses share to private label in China in 2024

Adani opens new USD150 million production facility

Unilever the only top 10 player present across much of the region

Haday launches new products connected with fruit in China

## FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Availability of domestically-produced olive oil to increase in China

Strong growth expected in India, declining sales in Japan

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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