



FRUITS, VEGETABLES & SPICES
MARKET TRENDS 2022 –
SOUTHEAST ASIA & CHINA



MALAYSIA



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$5,344m** in 2021. The market is expected to **grow annually by 6.03%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$3,795m** in 2021. The market is expected to **grow annually by 6.01%** (CAGR 2021-2026).



Sauces & Spices Market

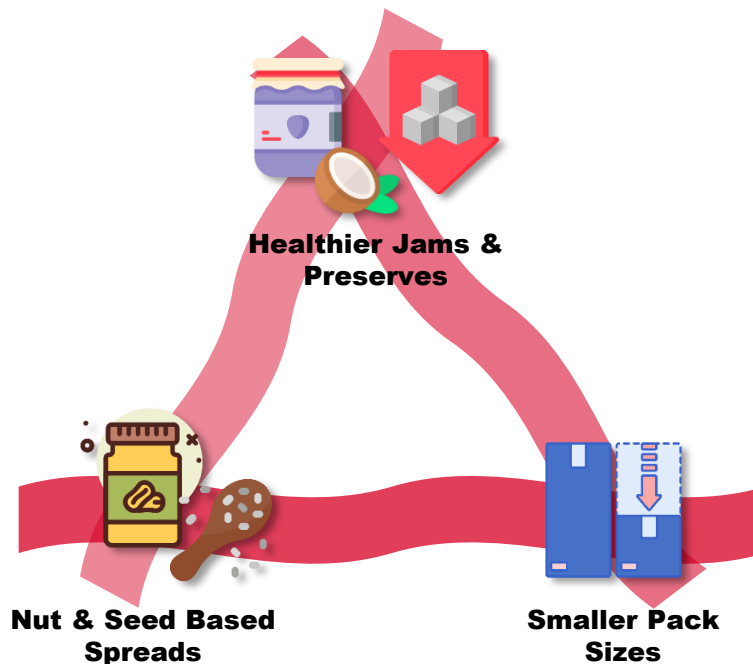
- Revenue in the Sauces & Condiments segment amounts to **US\$1,260m** in 2021. The market is expected to **grow annually by 6.74%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$764m** in 2021. The market is expected to **grow annually by 7.07%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES





Healthier Jams & Preserves



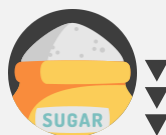
- Malaysia's obesity rate is rising, and consumers are increasingly aware of the high sugar content of jams and preserves.

- Jams and preserves are too sweet for health-conscious Malaysians, hence may seeing a shift in consumer interest towards low sugar products.



- A coconut jam spread known as kaya is popular as a staple breakfast item in Malaysia.

- Kaya firms usually have long legacies or branching out from bakeries or eateries.
- With emerging health and wellness trends, brands are hopping onto the healthier alternatives, such as less sugar version of traditional kaya.



Varieties: Blackcurrant, Strawberry, Peach, Orange

Stute Diabetic Jam (No Added Sugar)

- Healthier Alternative To Ordinary Jam
- Containing 90% Less Sugar and 30% Less Calories
- Product of UK

Frezfruta Sugar Free Traditional & Nonya Kaya

- No cane sugar added, sweetened with sorbitol
- Suitable for Diabetic
- Product of Malaysia





Healthier Jams & Preserves



Varieties: Strawberry, Apricot, Plum, Raspberry

IXL Fruit Jam (50% Less Sugar)

- A healthy, gluten-free spread that contains no added colours, flavours, or preservatives—with half the sugar content.
- Product of Australia

Ingredients for Strawberry Flavour: Strawberry (min. 40%), Water, Sugar, Fructose, Gelling Agent (Fruit Pectin), Acidity Regulator (Citric), Preservative (Potassium Sorbate), Firming Agent (Calcium Chloride).



Dollee Pandan Kaya & Traditional Kaya

- Dollee Kaya (Coconut Spread) is made following the traditional recipe, made from coconut milk, sugar and pandan (screw pine leaves).
- There is no added artificial preservatives, flavoring or colouring.

Ingredients for Pandan Kaya: Sugar, Coconut Milk (28%), Eggs (4%), Pandan (Screw pine) Leaves (1%).

Nut & Seed Based Spreads



- There has been growing interest in home baking in Malaysia with consumers looking for ways to occupy their time.

- This has supported demand for nut and seed based spreads, which are a key component in many local recipes.



- Hormel Foods Corp launched its Skippy brand of peanut butter in plastic pouches with plastic screw closures.
- This pack type enables consumers to squeeze out the portion required without using a butter knife.



Signature Market Chunky Pumpkin Seed Butter

- The rich nuttiness of the lightly toasted pumpkin seeds, the hint of sweetness from organic cane sugar and the slight savory taste from Himalayan pink salt come together to form the tastiest chunky seed butter ever
- Product of Malaysia



Skippy Peanut Butter Squeeze Pouch

- With the new SKIPPY® Squeeze Pouch, simply knead and squeeze over smoothies, into smiley-faced sandwiches or right into your mouth for a yummy treat whenever the craving strikes.
- Product of China





Nut & Seed Based Spreads



Jobbie Chunky Classic Peanut Butter

- Made with 100% all-natural ingredients, this peanut butter is filled with thousands of peanuts chunks inside. The peanut chunks sizes are typically X2 bigger than the commercial peanut butter.
- With a strong peanut fragrance, Suitable to be even eaten directly from the spoon as it is not overly sweet as most of the sweetness derives naturally from the peanuts itself.
- Product of Malaysia

Ingredients: Roasted Peanuts, Sugar, Salt

Vegano Premium Nut Butter

- Dietetics Recipe
- 100% Plant Based Ingredients
- Guarantee No Additives or Preservatives
- Product of Malaysia

Ingredients for Peanut Chia Butter: Lightly Roasted Peeled Peanuts, **Organic Chia Seeds**, Pink Himalayan Salt (<0.5%)

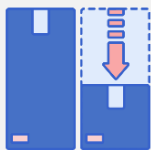


Varieties: Peanut Chia Butter, Almond Pumpkin Seeds Butter, Coconut Cashew Nut Butter, Cacao Peanut Butter (Pure), Cacao Peanut Butter (8% Brown Sugar), Matcha Cashew Nut Butter



Smaller Pack Sizes

- With daily life set to gradually normalise, consumers will spend less time at home and prepare and eat fewer meals there, depressing demand for cooking ingredients and table sauces.



- Prior to the pandemic, smaller pack sizes were growing in popularity in sauces, dressings and condiments. These products were particularly popular with families where both parents were working, which led them to cook at home less frequently.
- The trend towards smaller pack sizes is likely to resume.
- Demand for processed fruits and vegetables is also expected to shift towards smaller sized packs of 500g or less, which can serve as a quick and easy replacement for fresh products.

Tabasco Pepper Sauce

- Available in mini bottle travel pack, take it along with you on your next picnic or road trip.
- Tip it over some pizza or a beefy burger for an enhanced, yummier taste
- Product of USA



Kawan Frozen Mixed Vegetables

- Packed in 500g
- Whether cooking your favourite stir fry dish or Italian pasta, frozen vegetables can prove to be a versatile ingredient to accompany your culinary journey.
- Product of Malaysia

Smaller Pack Sizes



La Gusto Frozen Mixed Berries

- Packed in 500g
- Suitable for people of all ages, La Gusto's Frozen Mixed Berries provides a healthy and delicious mix of fresh berries made frozen for your convenience. Enjoy a cup of healthy mixed berries with your breakfast, lunch or dinner!
- Product of China

Ingredients: Strawberries, Blueberries, Blackberries, Raspberries.

Kewpie Honey Mustard Sauce

- Available in 130ml
- Great choice when you crave for something with a little heat but sweet.
- Try it as a dipping sauce or use it in variety of cooking dishes.
- Product of Malaysia

Ingredients: Soybean Oil, Egg, Vinegar, Mustard And Honey.





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THAILAND



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$7,649m** in 2021. The market is expected to **grow annually by 2.87%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$5,435m** in 2021. The market is expected to **grow annually by 2.85%** (CAGR 2021-2026).



Sauces & Spices Market

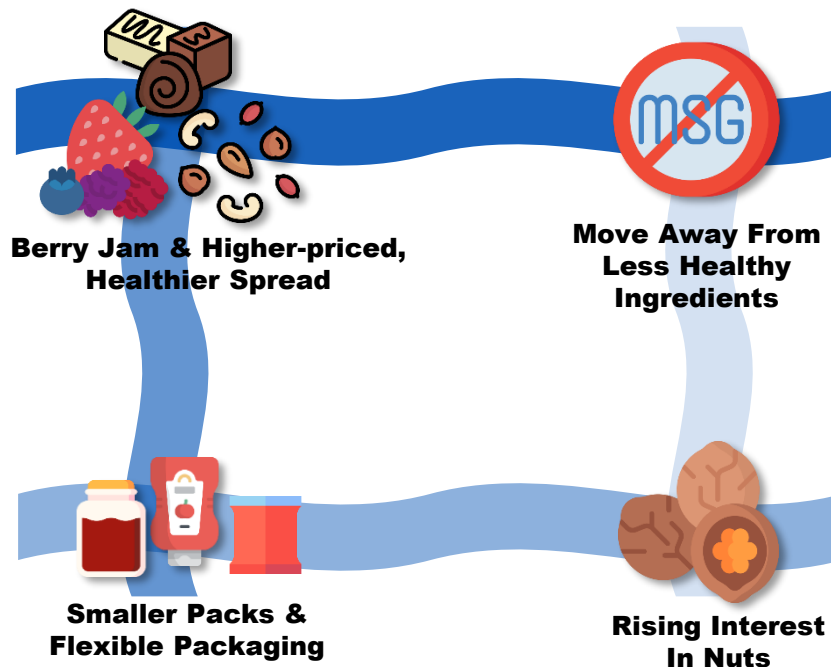
- Revenue in the Sauces & Condiments segment amounts to **US\$1,760m** in 2021. The market is expected to **grow annually by 3.63%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$1,145m** in 2021. The market is expected to **grow annually by 5.19%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES





IM Jai Mixed Berry Jam No Sugar

- Bringing to you, the organic produce of farmers, using technology and modern production processes to preserve the natural flavour of the Mix Berry fruits. No preservatives or artificial flavourings
- Product of Thailand

Doitung Macadamia Nuts Spread Natural

- DoiTung macadamia nut spread is high in healthy fats and rich in nutrients with pure macadamia oil.
- Product of Thailand



Berry Jam & Higher-priced, Healthier Spread

- Jams and preserves is the largest category of sweet spreads in Thailand.
- Strawberry jam and mixed berry jam are particularly popular among Thai consumers.



- Most consumers are becoming more concerned about their daily diets, particularly their sugar intake.
- This concern is leading to a stronger demand for healthier spreads, such as reduced sugar products, those containing darker chocolate, more nuts and grains, or other natural ingredients, and no additives.





Best Foods Strawberry Jam

- Product of Thailand

Ingredients: Strawberry 20%, Glucose Syrup 10%, Sugar 28%, Acidity Regulator (INS 330, INS 331 (iii)), Gelling Agent (INS 440), Preservatives (INS 202, INS 211), Artificial Colours (INS 110, INS 127), Nature-Identical Flavour Added.

Berry Jam & Higher-priced, Healthier Spread

Rawganiq Organic Dark Chocolate Cashew Nut Spread

- Finally, a guilt-free dark chocolate spread that delivers a taste so desirable, yet packed full of superior wholesomeness. Hand crafted using raw cacao powder, low GI coconut sugar, a sprinkling of Himalayan pink salt, and our signature cashew nut butter, this velvety spread irresistibly melts in your mouth!
- Product of Thailand

Ingredients: Dark Chocolate* (Cold-Pressed Sunflower Oil*, Coconut Sugar Paste*, Cacao Powder*, Himalayan Pink Salt), Cashew Nuts*.

*Organic Certified Ingredients





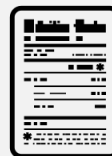
Best of Thailand Sesame Teriyaki Soy Sauce Lite

- 85% Less Sodium Makes Mealtime Healthier
- A light take on the traditional favorite, this low-sodium teriyaki sesame sauce cuts out excess salt without losing its bold, sticky deliciousness. Keep your heart strong and cholesterol and blood pressure balanced.
- Product of Thailand



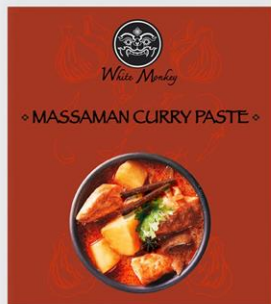
Move Away From Less Healthy Ingredients

- Thai consumers have a preference for a salty taste in various dishes, the essential items for households are fish sauces and soy sauces, which have a long history in Chinese culture and have been incorporated into Thai cuisine for a long time.



- Thai consumers are becoming increasingly health-conscious and better educated about nutrition and food labelling.

- When it comes to sauces, dressings and condiments, they are opting for products which are low in salt, fat and calories and do not contain preservatives or MSG.



White Monkey Massaman Curry Paste

- 100% vegan, no preservatives added, no colour added, no MSG and ready-to-cook
- Product of Thailand



Japanese Style Barrel Aged Lite Dark Soy Sauce

- Zero Trans Fat
- No MSG
- 75% Less Sodium
- Our low sodium soy sauce is the perfect match for Japanese, Chinese Vietnamese, Thai, and other Pan-Asian cuisine, our Lite Aged Soy Sauce sends your taste buds into overdrive with an ideal balance of salty, sweet, bitter, sour, and umami flavours
- Product of Thailand

Ingredients: Non-GMO Soybean, Water, Salt, Wheat, Sugar, Preservatives (Potassium Sorbate).

Move Away From Less Healthy Ingredients



Thasia Thai Sweet Chilli Sauce

- A Thai style taste complement to many Asian dishes, this sauce with lots of fresh chilli and garlic pieces can help create a wonderful meal.
- No MSG Added
- No Artificial Colour
- No Preservative Added
- Product of Thailand

Ingredients: Water, Sugar, Chilli, Garlic, Modified Tapioca Starch (E1442), Xanthan Gum (E415), Salt, Food Acid (Acetic Acid (E260)).



White Monkey Curry Dipping Sauce

- 100g (50g x 2 pouches)
- The First Ready-to-Eat Thai Curry Dipping Sauce which 100% vegan, cooked with rice bran oil, no preservatives added, no colour added and no MSG.
- Our sauce received the authenticity taste award from Thai Select
- Product of Thailand

Lamb Weston Frozen Waffle Cut Fries

- It's so crispy you can hear the crunch with each bite.
- Made with quality potatoes
- Product of USA



Smaller Packs & Flexible Packaging



- During pandemic there was a significant shift towards larger pack sizes across sauces, dressings and condiments as consumers sought to reduce the frequency with which they need to go grocery shopping.

- It is expected to see a reversal of this trend. The popularity of smaller bottles and jars is expected to increase substantially as smaller packs enable consumers to keep a greater variety of table sauces and cooking sauces in their kitchen cupboards.



- Flexible plastic is expected to gain traction in processed fruit and vegetable such as frozen processed potatoes which are regarded as offering significant convenience.



Jaew Thai Dipping Sauce Instant Seasoning Powder

- Available in 30g
- Free from preservatives & MSG
- Product of Thailand

Ingredients: Roasted Rice 30%, Chili 24%, Sugar 20%, Iodized Table Salt 13%, Shallot Powder 6%, Tamarind Powder 5%, Spring Onion 1%, Sawtooth Coriander 1%.

Smaller Packs & Flexible Packaging



My Choice Crinkle Cut Frozen French Fries

- 100% standard quality
- Made from high quality materials
- Product of Malaysia

Ingredients: Potatoes 95%, Palm Oil 5%.



Nut Walker Dry Roasted Salted Macadamias

- Dry roasted macadamias and perfectly seasoned with salt
- No oil or artificial flavour added
- Perfect for snacking
- Product of Thailand

Nut Natur Roasted Almonds

- Roasted not Fried! Ready to eat, high quality & delicious snack
- Source of Dietary Fibre
- Source of Vitamin B2
- Product of Thailand



Rising Interest In Nuts



- Total volume sales of nuts are rebound in 2021, as the impact of COVID-19 on daily life begins to dissipate.

- Increased consumer interest in health and wellness will be the main driver of growth in retail volume sales of expensive nuts during the forecast period.



- An ageing society will play a significant role in this.



Rising Interest In Nuts



Koh Kae Plus Salted & Roasted Cashew Nuts

- Premium salted & roasted cashew nuts from Koh Kae with a very soft crunch and the right salty taste which is simply addicted once you started.
- No Cholesterol, No MSG, No Preservative.
- Product of Thailand

Ingredients: Cashew Nuts, Palm Oil, Wheat Flour, Iodizes Salt, Artificial Flavour Added.

Sunkist Premium Dry Roasted and Light Salt Mixed Nuts

- Dry-roasted & Lightly-salted, our simple yet well-loved nuts snacks will definitely bring a delightful snacking experience!
- Good source of fiber and protein
- Rich in Vitamin E
- Product of Thailand

Ingredients: Almonds, Cashew Nuts, Walnuts, Pistachios, Salt





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INDONESIA



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$33,050m** in 2021. The market is expected to **grow annually by 4.22%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$23,510m** in 2021. The market is expected to **grow annually by 4.20%** (CAGR 2021-2026).



Sauces & Spices Market

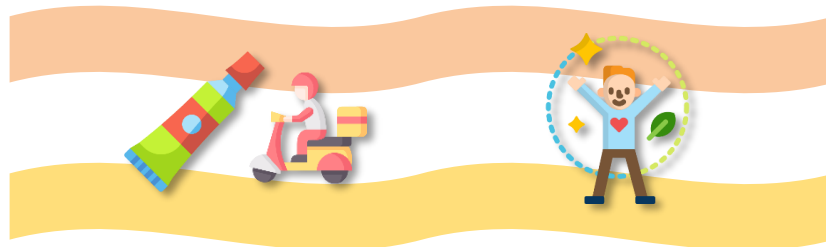
- Revenue in the Sauces & Condiments segment amounts to **US\$7,655m** in 2021. The market is expected to **grow annually by 5.18%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$4,521m** in 2021. The market is expected to **grow annually by 5.36%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES



**Convenient Way
Of Consuming**

Health & Wellness



Convenient Way Of Consuming



- Indonesian consumers were introduced to squeezable plastic tubes for sweet spreads with the launch of Kewpie Bread Spreads and Budy Jam in this format.
- This format gaining popularity, particularly in larger cities such as Jakarta, because it provides a convenient way of consuming sweet spreads.
- The foodservice landscape in Indonesia is rapidly expanding thanks to the continued emergence of small and medium enterprises providing home-made food through e-commerce platforms.
- Thus, single-serve packed sauces, dressings and condiments are to gain popularity thanks to the rise of food delivery.



Varieties: Chocolate Banana, Vanilla Strawberry, Chocolate Coffee

Kewpie Sweet Spread

- Delicious sweet sauce, easy to consume and carry anywhere
- Product of Indonesia

Sasa Sambal Terasi

- A traditional Indonesian chili sauce made from a combination of red chili, cayenne pepper, and shrimp paste with a distinctive aroma and taste.
- Generally used as a dip, can also be used as a cooking spice.
- Product of Indonesia





Convenient Way Of Consuming



Budy Jam Spread

- Great for spreading on white bread or as a filling for sweet bread or cakes
- Product of Indonesia

Ingredients for Strawberry Flavour: Sugar, Strawberry, Glucose, Pectin, Citric Acid, Strawberry Flavour, Preservative Sodium Benzoate, Food Colouring Ponceau 4R CI. 16255.

Varieties: Chocolate, Strawberry, Peanut

ABC Kecap Pedas - Indonesian Spicy Soy Sauce

- Spicy Sweet Gourmet Soy Sauce is thick, rich caramel-coloured sauce, naturally sweetened and spiced with Chili and aromatic sweet flavour to any dish
- Product of Indonesia

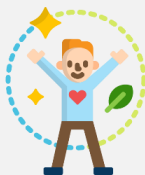
Ingredients: Sweet Soy Sauce (Contains Natural Colouring Caramel IV), Chili (19%), Sugar, Water, Shallots (7%), Salt, Modified Starch, Natural Colouring Caramel III, Acidity Regulator, Flavour Enhancer (Monosodium Glutamate And Disodium Inosinate), Vegetable Stabilizer, Sodium Benzoate Preservative, Synthetic Flavour.





Health & Wellness

- Health and wellness trends are expected to gain more ground amongst Indonesian consumers.



- Particularly, leading to greater focus on healthy eating and its importance in a healthy and functioning immune system which ensure that there remains a strong demand for fruit and vegetables, including for processed fruit and vegetables. This trends will also shaping the consumers' choice for sweet spreads.

- Same goes to herbs and spices, as many consumers perceive creating their own sauces as much healthier than purchasing options such as dry sauces.



Hero Apricot Jam

- Contains no high fructose corn syrup, artificial flavours, colours or preservatives
- Best suited for crafting the doughnuts, pastries and other fruit filled delicacies
- Product of Spain

MADé Bali Authentic Spices Base Genep

- Use only the freshest spices and herbs from the island in every of our jar, packed in sealed jar with no preservative added, to ensure you will have only the best from Bali, for your cooking and dining experience.
- Handmade & Vegan-friendly
- Product of Indonesia





Health & Wellness



Varieties: Mango, Pineapple, ZALACCA, Lady Finger Banana, Jackfruit

Bagé Fruit Chips

- Enjoy Indonesian Tropical Fruits, 100% Natural, Tasty And Healthy
- Flavoursome with a fresh crunch, these fruit chips are also rich in nutrients. It's perfection in a bag ready to be shared with your loved ones!
- Product of Indonesia

Ingredients for Jackfruit Chips: Jackfruit and Vegetable Oil.

Boiron Fruit Puree

- Frozen fruit puree is made by crushing and refining whole fruits selected from homogeneous batches of selected varieties in order to guarantee a typical colour and taste of fresh fruit.
- No colourings and preservatives.
- Product of France

Ingredients for Strawberry Puree: Strawberry, Invert Sugar Syrup.



Varieties: Strawberry, Orange, Guava and etc.



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PHILIPPINES



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$9,262m** in 2021. The market is expected to **grow annually by 4.58%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$4,991m** in 2021. The market is expected to **grow annually by 4.46%** (CAGR 2021-2026).



Sauces & Spices Market

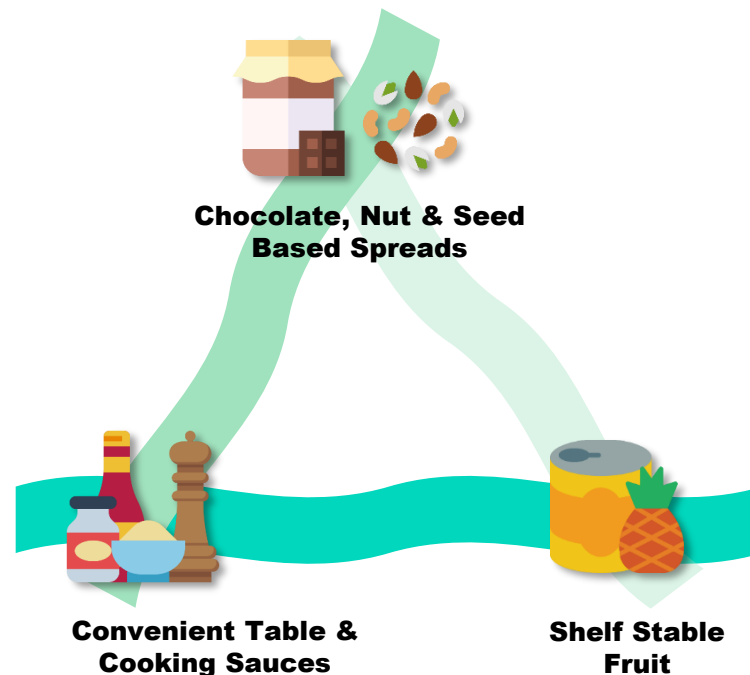
- Revenue in the Sauces & Condiments segment amounts to **US\$2,874m** in 2021. The market is expected to **grow annually by 5.84%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$1,235m** in 2021. The market is expected to **grow annually by 6.15%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES





Theo and Philo Crunchy Peanut Chocolate Spread

- Cacao Origin: Davao City
- Crunchy Theo & Philo chocolate spread made with peanuts and cacao. Enjoy this rich peanut chocolate spread on your breads and pastries.
- Product of Philippines



Mount Mayon Premium Pili Butter

- Our all-natural stone-ground nut butter contains sprouted and SloDry™ pili nuts, Himalayan pink salt and just enough coconut flower sugar to keep you coming back for more.
- As this purest of sugars is low on the glycemic index, you can enjoy that heavenly sweet/salt combination with none of the guilt.
- Product of Philippines

Chocolate, Nut & Seed Based Spreads



- Chocolate spreads is set to lead growth in the sweet spread category, benefiting from its multi-uses and flexibility; used as a topping, dip and for cupcake frosting

- Nut and seed based spread players focus on innovation, while the outbreak of COVID-19 brings focus to locally sourced ingredients.
- For example, Pili butter made from local nut Pili was launched by domestic player Mount Mayon.





Real Food Salted Peanut Butter

- Pure organic peanuts blended into creamy peanut butter perfection and seasoned with Himalayan sea salt.
- Product of Philippines

Ingredients: Local Organic Peanut, Himalayan Salt

Chocolate, Nut & Seed Based Spreads

Lily's Choco Almond Spread

- Spread a good time with Lily's Choco Almond Spread! Made with roasted almonds and perfectly balanced with local tablea, this new combination will surely excite your taste buds!!
- Low in Cholesterol
- Very low in Sodium

Ingredients: Roasted Almonds, Sugar, Roasted Peanuts, Tablea Chocolate, Refined Palm Oil, Cocoa Powder, Milk Powder (Buttermilk, Full Cream and Skimmed Milk), Emulsifiers (Soy Lecithin and Polyglycerol Esters of Fatty Acids), Hydrogenated Vegetable Fat, Nature-Identical Flavours and Iodized Salt.





McCormick Pesto Perfect Pasta Sauce Mix

- McCormick's Perfect Pasta is a range of pasta sauce mixes containing the finest herbs & spices expertly blended to let you whip up flavourful pasta dishes fast and easy.
- Product of Philippines



Kraft Hickory Smoke Barbecue Sauce And Dip

- This hickory smoked BBQ sauce is thick enough for spreading or dipping, and it makes a great meat marinade.
- Product of USA

Convenient Table & Cooking Sauces



- Interest shifting towards cooking and dining at home in 2022 has provides a strong boost to sales of sauces, dressings and condiments.
- Convenient options such as pasta sauce, mayonnaise, cooking sauces and barbecue sauces are all expected to have value and volume growth.
- The popularity of these products will be linked to consumers heightened demand for convenience, especially those who want home cooked meals, without hassle.





Convenient Table & Cooking Sauces



Del Monte Spaghetti Sauce Filipino Style

- A delicious and savoury spaghetti sauce made with Filipino style
- Product of Philippines

Ingredients: Water, Sugar, Tomato Paste, Modified Food Starch, Distilled Vinegar, Iodized Salt, Hydrolyzed Soy Protein (Defatted Soybean, Salt, Monosodium Glutamate, Caramel Colour, Disodium Inosinate, Disodium Guanylate, Tricalcium Phosphate), Citric Acid, Xanthan Gum, Natural Flavours (Contains Dairy Solids), Spices, Sodium Benzoate (Preservative), Natural Cheese Flavour (Cheddar Cheese [Pasteurized Milk, Cultures, Salt and Enzymes], Salt, Natural Flavour, Disodium Phosphate, Sodium Citrate, Xanthan Gum), Garlic Powder, FD&C Yellow No. 5, FD & C Red No. 40.

UFC Ready Recipes

- UFC Ready Recipe Sauces are convenient and easy to use. It is pre-mixed and pre-seasoned, and all you have to do is to pour the sauce and let it simmer.
- Product of Philippines

Ingredients for Menudo Sauce: Water, Tomato Paste (Tomato, Water), Sugar, Iodized Salt, Modified Starch (Corn), Spices, Soy Extract, Artificial Liver Flavour, Monosodium Glutamate, Acetic Acid, Citric Acid, Potassium Sorbate, FD&C Yellow No. 6 and FD&C Red No. 40.



Varieties: Caldereta Sauce, Menudo Sauce, Mechado Sauce, Afritada Sauce



Dole Mixed Fruit in 100% Juice

- With Dole's shelf-stable products, you can have the delicious taste of refreshing fruit anywhere, anytime.
- Product of Thailand

All Seasons Delight Easy Open Canned Tropical Fruit Cocktail

- All Seasons Delight Fruit Cocktail is a Versatile Pantry Staple and can be a Delicious Part of Many Dishes
- Product of Philippines



Shelf Stable Fruit

- Even if processed fruit and vegetables are considered inferior in terms of their nutritional profile compared with the fresh alternatives, the category will still likely benefit from consumers' heightened proactiveness to take care of their health, due simply to the content of fruit and vegetables, which are generally considered healthy foods.
- Since the stay-at-home situation is likely to be continue in the short to medium term, access to fresh food is likely to remain challenging.



- Shelf stable fruit in particular expected to continue benefiting from strong consumer interest.



Shelf Stable Fruit



Varieties: Grapefruit & Oranges in Pomegranate Flavoured Fruit Water, Pineapple in Passion Fruit Flavoured Fruit Water and etc.

Del Monte Fruit Refresher

- Bite-sized fruit segments are bursting with rich fruity flavour for a nourishing and convenient snack
- Contain no artificial flavours or artificial sweeteners and no high-fructose corn syrup
- Product of Philippines

Ingredients: for Grapefruit & Oranges in Pomegranate Flavoured Fruit Water: Fruit (Red and White Grapefruit, Oranges), Water, White Grape Juice (Water, White Grape Juice Concentrate), Sugar, Ascorbic Acid (To Protect Colour), Carmine, Natural Flavour, Citric Acid.

Del Monte Canned Fruits

- Exotic fruits packed in natural fresh juice that is bursting with delicious flavour. It can be eaten on-the-go or as a tasty topping on your favorite dessert, salads and other recipes.
- Product of Philippines

Ingredients for Pear Chunks: Pears, Water, High Fructose Corn Syrup, Sugar, Corn Syrup.



Varieties: Pear, Pineapple, Mango in chunks, slices, diced and etc.



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CHINA



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$144,425m** in 2021. The market is expected to **grow annually by 7.89%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$102,515m** in 2021. The market is expected to **grow annually by 7.89%** (CAGR 2021-2026).



Sauces & Spices Market

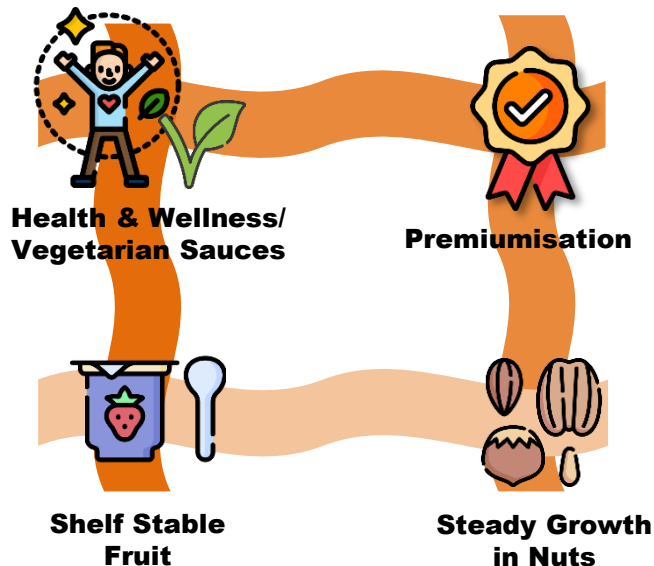
- Revenue in the Sauces & Condiments segment amounts to **US\$37,102m** in 2021. The market is expected to **grow annually by 8.85%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$17,986m** in 2021. The market is expected to **grow annually by 6.25%** (CAGR 2021-2026).



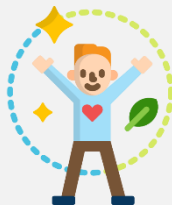
PROSPECTS AND OPPORTUNITIES





Health & Wellness/Vegetarian Sauce

- The prominent health and wellness trend will play an important role in the development of sauces, dressings and condiments.



- Lee Kum Kee Foods is expected to continue to lead in the category due to its wide variety of products and well-established presence, such as vegetarian products.
- Since its 2018 rebrand, it has added many healthy attributes to its products and offers customers a clear understanding of how its products can improve their diet.



Baili Zero Fat Chili Sauce

- Zero Fat & Sweetened with Sorbitol
- Product of China

Lee Kum Kee Vegetarian Oyster Flavoured Sauce

- Suitable For Vegetarian & Vegan
- Gluten Free
- Product of China





Health & Wellness/Vegetarian Sauce



Lee Kum Kee Zero Additives Soy Sauce

- No colouring, flavouring, MSG, preservatives, sweetener
- Product of China

Ingredients: Water, Non-gmo Defatted Soybeans, Edible Salt, Wheat, Yeast Extract

Bi Cui Yuan Sugar Salad Dressing

- Zero Fat / Zero Sugar
- Product of China

Ingredients for Zero Fat Vinaigrette: Water, Soy Sauce, Vinegar, Trehalose, Seafood Extract Seasoning (Water, Dried Mackerel, Dried Kelp, Edible Salt), MSG, Edible Salt, Spices, Sesame Mushroom Extract.



Varieties: Zero Fat Black Pepper Sauce, Zero Fat Ketchup, Zero Fat Thousand Island Salad Dressing, Zero Fat Vinaigrette, Zero Sugar Roasted Sesame Salad Dressing, Zero Fat Green Plum Salad Dressing



Premiumisation



- Premiumisation in sauces, dressings and condiments remained relatively uninfluenced by COVID-19, since Chinese households typically deem sauces, dressings and condiments, especially those with Chinese origins and traditions, as an integral part of family meals.
- Hence, familial love and dedication is a strong factor in advertising the premiumisation trend. Whilst premiumisation is increasing, the average unit volume of product is expected to continue decreasing to meet the demands of smaller households.

- New toothpaste-like packaging is already widely utilised by top players, with Lee Kum Kee Foods even using this packaging type for its premium oyster sauce



Varieties: Dark & Light Soy Sauces,

Xu Zhai Jiang Nan Cuisine's Premium Soy Sauce

- Constant temperature closed fermentation
- High-salt liquid-state fermentation soy sauce
- Excellent quality and good taste
- Product of China

Lee Kum Kee Premium Oyster Sauce Tube

- No Preservatives
- The original taste of fresh oysters is preserved
- Product of China





Premiumisation



Yao Ji Premium Soy Sauce

- Iodine-free and sugar-free
- Adopted with natural ancient high-salt liquid state fermentation for more than 3 years

Ingredients: Water, Non-gmo Soybeans, Flour, Non-iodized Salt.



Vepiaopiao Black Pepper Sauce

- Black Pepper Imported from Myanmar
- No preservatives & flavourings added
- Great combination with steak, pasta and sandwiches

Ingredients: Water, Onion, Garlic, Black Pepper, Oyster Sauce, Butter, Salt, Sugar, Soy Sauce



Shelf Stable Fruit

- As daily life normalises, consumers will switch back to fresh fruit and vegetables, leading to a sharp decline in demand for processed fruit and vegetables.



- While processed fruit and vegetables is set to struggle to remain relevant, manufacturers, particularly those in shelf stable fruit, are working to make their products more compatible with modern lifestyles and preferences suited to the lifestyles of busy younger consumers



- The return to hectic modern lifestyles as the threat from COVID-19 diminishes will revive demand for convenient, portable food options suited to on-the-go consumption, such as small packs including a spoon.



Varieties: Orange, Peach

Leoqard RTE Fruit Cup

- NO flavourings & colourings, NO preservatives
- Product of China

Xi Zhi Lang RTE Fruit Cup

- Rich in Vitamin C
- NO flavourings & colourings, NO preservatives
- Product of China



Varieties: Orange, Peach



Shelf Stable Fruit



Varieties: Peach, Orange, Mixed Fruits and etc.

Fomdas RTE Fruit Cup

- Pasteurized and nitrogen gas filling to ensure that nutrients can be sealed and freshness is maintained
- Without adding any preservatives
- Product of China

Ingredients for Peach Fruit Cup: Peach, Water, Sugar, Citric Acid.

Dole Peach RTE Fruit Cup with Juices

- Convenient and suitable for on-the-go consumption
- Product of China

Ingredients: Yellow Peach, Water, Concentrated White Grape Juice, Concentrated Lemon Juice, Vitamin C, Citric Acid, Food Flavouring.





Steady Growth in Nuts

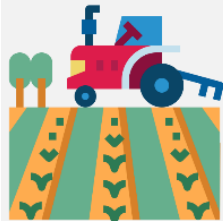


- Nuts is expected to enjoy steady growth in total volume sales over the forecast period thanks to growing awareness of nuts.

- Nuts are increasingly known for their health benefits, as a rich source of protein, fibre, vitamin B and E.



- With China increasing its domestic production of a range of nuts, such as macadamia nuts, domestic supply should grow in the coming years.



- The domestic planting of nuts has been stimulated by the governmental poverty-alleviation programme, which has supported farmers in less-developed regions to invest in nuts plantings in recent years.

Three Squirrels Daily Mixed Nuts

- Mixtures of 6 nutrient dense nuts with 3 superfood dried fruits
- No additives
- Product of China



Kirkland Salt Baked Mixed Daily Nuts

- Naturally air-dried and lightly baked, which improves the taste while retaining the nutrients of the original fruit to a greater extent
- Product of USA



Steady Growth in Nuts



Wolong Daily Mixed Nuts

- Roasted under low temperature
- It is a healthy packed with beneficial fats, protein, dietary fiber and other essential nutrients
- Product of China

Ingredients: Almond 26%, Cashew Nut 20%, Walnut 18%, Dried Cranberry 12%, Hazelnut 10%.

Lyfen Daily Mixed Nuts

- One sachet per day to replenish energy anytime, anywhere!
- Product of China

Ingredients: Walnuts, Red Raisins, Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Black Raisins, Cashews, Almond, Hazelnuts.





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VIETNAM



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$10,574m** in 2021. The market is expected to **grow annually by 5.47%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$7,523m** in 2021. The market is expected to **grow annually by 5.45%** (CAGR 2021-2026).



Sauces & Spices Market

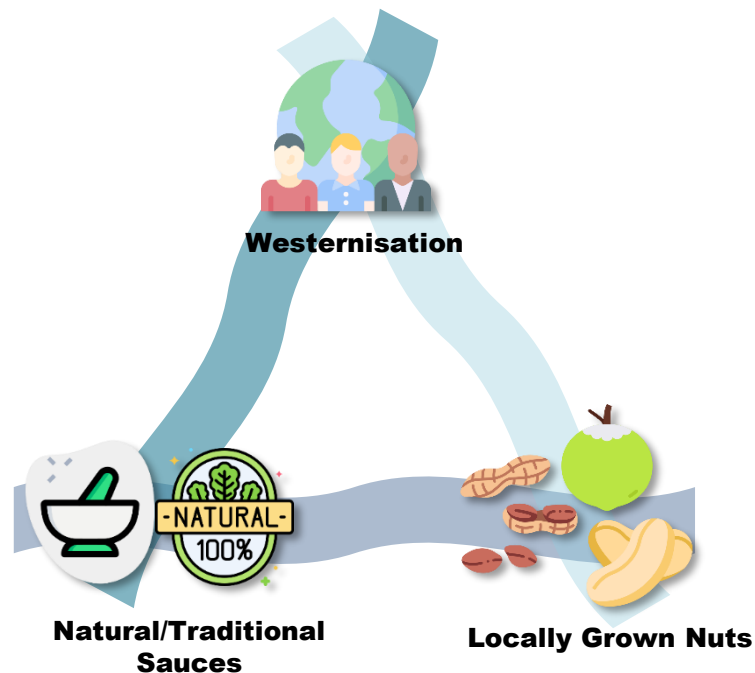
- Revenue in the Sauces & Condiments segment amounts to **US\$2,377m** in 2021. The market is expected to **grow annually by 6.28%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$2,227m** in 2021. The market is expected to **grow annually by 6.45%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES





Rich's Apple Blueberry Fruit Filling

- Made with real fruits
Distinctive mouth-watering taste
- Wide range of applications such as topping and filling for bread, cakes, pies, Danish pastry and desserts
- Product of China



Nature's Hollow Blueberry Jam Preserves

- Enjoy natural, sugar-free jam preserves with fewer calories compared to other preserves on the market.
- Great for anyone reducing their sugar-intake or seeking a healthy alternative jam preserves.
- Product of USA

Westernisation



- Westernisation will be the main growth driver for sweet spreads in Vietnam, as Western culture of all kinds has penetrated both the foodservice and retailing channels in the country, especially in the urban areas.

- Local fruits will remain very popular with Vietnamese consumers. They are diverse and available all year round, but imported fruits will exhibit the highest rate of total volume sales growth, as their distribution continues to widen.



- International players and brands will continued to dominate sales of sweet spreads & processed fruit and vegetables in Vietnam.



Good Good Forest Fruit Jam

- Good Good no added sugar stevia jam tastes delicious. With Low Calorie and carb advantage, you can add it into your Keto diet too! All our natural sweeteners carry the sweet taste with zero or very few calories.
- Product of Netherlands

Ingredients: Fruits (26%, Raspberry, 13% Blueberry, 12% Blackberry), Water, Sweetener (Erythritol, Stevioglycosides), Gelling Agent (Pectins), Preservative (Potassium Sorbate).

Giusto Sapore Italian Orange Jam

- Prepared in the Puglia region, this gourmet jam is made following an authentic Italian recipe using only the highest quality fruit that is hand-selected at the peak of ripeness.
- Product of Italy

Ingredients: Oranges 55%, Sugar, Gelling Agent: Pectin.



Westernisation



Dace Organic Chilli Sauce

- Naturally fermented from organic chili and garlic, following the traditional method of Northern Vietnam. The brew process begins no more than 6 hours after harvest to create a perfect product for family meals.
- Product of Vietnam

Dr. Dane's Kitchen Original Traditional Authentic Vietnamese Dipping Sauce

- The tanginess of fresh pressed lime juice is balanced by mellow, sweet garlic and pure cane sugar. Finished with fiery Thai chili peppers and our artisanally made anchovy and sea salt brine, the result is an utterly savory *nước mắm chấm* that packs a ton of umami flavour.
- Product of USA



Natural/Traditional Sauces



- Aligned to the growing interest in health and wellness, boosted by the outbreak of COVID-19, the trend for natural, traditional foods is set to increase. This food trend also boosts sales of dry sauces across the forecast period.

- Furthermore, consumers will increasingly demand premium products that align with the health trends, promoting their natural ingredients.





Natural/Traditional Sauces

Suchi 100% Pure Traditional Anchovy Fish Sauce

- Free from colouring, spice-added, preservatives, flavour enhancer
- The fermentation processes honed from traditional practices create the rich umami flavour known to fish sauce, using the best freshly sourced ingredients
- Product of Vietnam

Ingredients: Anchovy, Sea Salt.



Trang Hue BBQ Marinade

- Get traditional Vietnamese flavours in the comfort of your own home with this tasty marinade. Especially delicious with pork or chicken.
- Healthy Homemade Cuisine
- Product of Australia

Ingredients: Salt, Sugar, Fish Sauce, Five Spice Powder, Honey, Lemongrass, Garlic, Vegetable Oil, Shallots, Sesame (Paste).



Farm Pack Peanuts

- Quality, healthy nuts bursting with flavours each day without compromising on quality and nutrients
- Product of Vietnam

Green Nuts Macadamia Nuts (Shell)

- 100% Natural
- Rich in Omega 3,6,9
- Product of Vietnam



Locally Grown Nuts

- Total volume sales of nuts in Vietnam are dominated by peanuts (groundnuts) and coconuts, with other nuts – particularly cashew nuts – also fairly popular.
 - All of these nuts are grown locally and relatively affordable to local consumers.
-
- Retail volume sales of nuts will exhibit rapid growth during the forecast period as a whole and this strong performance will be driven in large part by increased consumer interest in health and wellness – particularly among urban consumers.





Dong Phu Food Cashew Nuts

- Salted & Roasted
- Product of Vietnam

Ingredient: Vietnam Cashew Nut with skin (99.8%), Salt (0.2%).

Tan Tan Crispy Roasted Peanut

- No cholesterol, chemicals and toxic preservatives
- Product of Vietnam

Ingredient: Peanuts (65%), Wheat Flour, Glutinous Rice Flour, Refined Sugar, Refined Salt, Vegetable Oil, Artificial Vanilla Flavour.

Locally Grown Nuts





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SRI LANKA



Vegetables Market

- Revenue in the Vegetables segment amounts to **US\$2,712m** in 2021. The market is expected to **grow annually by 3.45%** (CAGR 2021-2026).

Fruits & Nuts Market

- Revenue in the Fruits & Nuts segment amounts to **US\$2,049m** in 2021. The market is expected to **grow annually by 3.43%** (CAGR 2021-2026).



Sauces & Spices Market

- Revenue in the Sauces & Condiments segment amounts to **US\$745m** in 2021. The market is expected to **grow annually by 4.35%** (CAGR 2021-2026).

Spreads Market

- Revenue in the Spreads segment amounts to **US\$135m** in 2021. The market is expected to **grow annually by 7.17%** (CAGR 2021-2026).



PROSPECTS AND OPPORTUNITIES



Organic & Dehydrated Fruits

Low Sugar Fruit Jams/Vegetable Jams



Natural & Organic Dehydrated Fruits



- The market of natural (sugar-free and no preservatives added) and organic dehydrated produce is growing in Sri Lanka.

- Sri Lankan varieties are unique and have potential to be positioned as higher quality products for discerning customers, in both fresh and processed forms, and in particular when dehydrated. Advanced technology will be used for dehydration of fruits to preserve them for a longer time and reduce wastage.
- Seasonal fruits such as mango, pineapple, papaya, passion fruit and banana are given high consideration in the process of value addition.



Ekoland Dried Jackfruit

- Healthy, gluten-free and protein-rich, jackfruit is perfect for vegans and meat-lovers alike with its beautiful, tender texture.
- It also provides minerals, vitamin A, fibre and carbohydrates to help you feel good as well as tasting great.
- Product of Sri Lanka

Nuttymo Organic Dried Pineapple

- Source of fibre for healthy digestion
- Vitamin C (although not as much as fresh pineapple)
- Source of folic acid and other B-complex vitamins
- Good levels of manganese
- Product of USA





Natural & Organic Dehydrated Fruits



Varieties: Banana, Mango, Papaya,
Pineapple, Jackfruit

Eliya Dehydrated Fruits

- The fruits get dehydrated at the state-of-the-art facility to provide you with a chewy ready to eat snack!
- 100% organic, no added sugar or preservatives and completely vegan
- Product of Sri Lanka

Ingredients for Dehydrated Banana: 100% Banana.

Jshara Dried Ripe Mango

- These naturally sweet, vibrant dried mango slices are a great way to satisfy your sweet tooth and banish the winter blues by mentally transporting you to a warm tropical destination.
- No preservatives or colouring
- Product of Sri Lanka

Ingredients: 100% Mango



Low Sugar Fruit Jams/Vegetable Jams



- High blood pressure is a disease condition that is commonly found among many Sri Lankans, and it is a leading risk factor of cardiovascular diseases and many non-communicable diseases.

- Due to the increase of consumer health concern, products such as low sugar and diabetic jam have been introduced to the market recently.



- In order to keep up with the changes in consumption practices and the presence of alternative or new products on the market, development of new products such as vegetable jam would be advantageous.

MD Low Sugar Woodapple Jam

- New improved low sugar recipe
- No artificial Colours or Flavours Added
- Product of Sri Lanka



Healthy Choice Product 100% Natural Carrot Jam

- Hygienically Home Made
- Low sugar
- Pumpkin is incredibly healthy and rich in vitamins, minerals and antioxidants.



Low Sugar Fruit Jams/Vegetable Jams



Varieties: Raspberry, Orange, Strawberry, Blackcurrant, Apricot, Peach, Morello Cherry

Stute Diabetic No Added Sugar Preserves

- Market leading preserve containing at least 90% less sugar than ordinary jam.
- doesn't just appeal to diabetics but also those looking to achieve a better lifestyle by reducing the amount of sugar in their diet.
- Product of UK

Ingredients for Raspberry Seedless Jam: Sweetener (Sorbitol), Raspberry Puree, Acidity Regulator (Citric Acid), Gelling Agent (Pectin).

Healthy Choice Product 100% Natural Carrot Jam

- Low sugar
- 100% natural
- Carrots are a particularly good source of beta carotene, fiber, vitamin K1, potassium, and antioxidants.

Ingredients: Carrot Pulp, Sugar, Citric Acid, Pectin, Cloves, Cinnamon.





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THANK YOU