



MARKET TREND 2022 –
READY-TO-EAT FOODS
(SOUTHEAST ASIA & CHINA)



MALAYSIA



Market Overview & Value in Malaysia

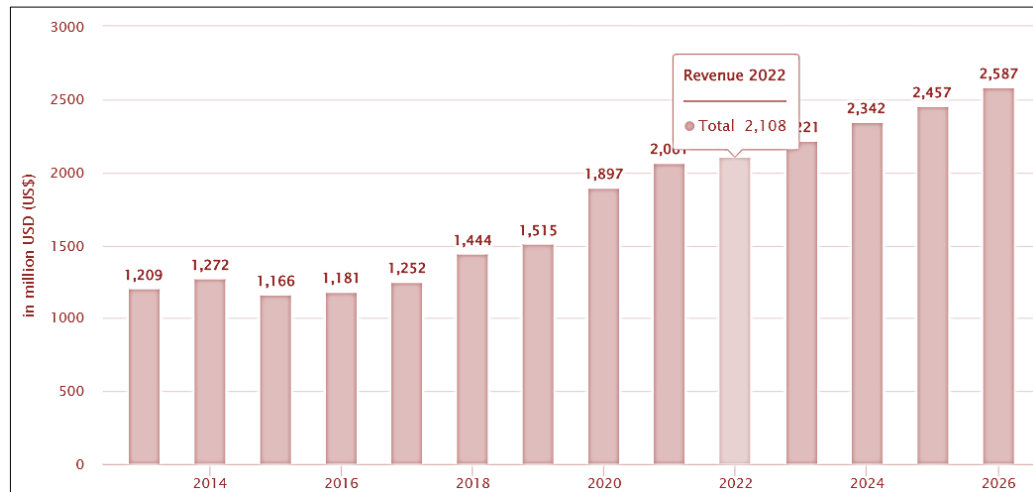
- ❑ Ready-to-Eat Meals revenue is valued **US\$2,108m** in 2022. The market is expected to grow annually by 5.26% (CAGR 2022-2026).
 - In global comparison - most revenue is generated in China (**US\$136,221m** in 2022).
 - In relation to total population figures - per person revenues is **US\$63.53** in 2022.
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to 484.3mkg by 2026.

Volume Growth = 2.0%

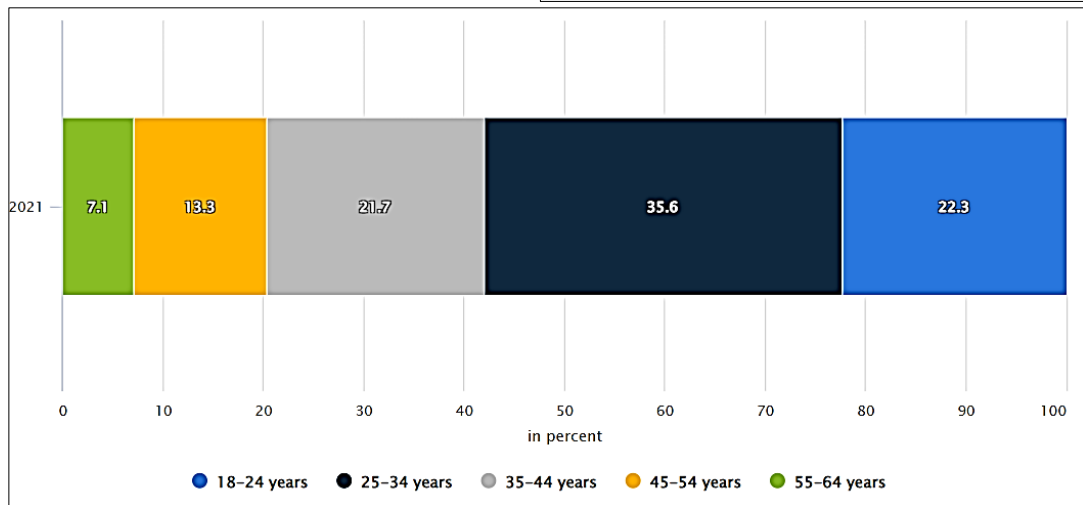


Volume per Person = 12.7kg

Revenue of RTE in 2022



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Users by Age



READY-TO-EAT FOODS TRENDS

☐ Sustainability



- Products that are perceived as unique, better quality and helping local and smaller producers align with sustainability values for many consumers.
- Sustainability will become part of the overall package that makes it easier for people to pick their pack off the shelf or select their ingredient.

☐ Frozen Ready Meals



- Benefit from movement restrictions, consumers opting for quick meals at home since they are bored of home-cooked food.
- Rising needs for convenience major driving force as consumer no need to spent time to buy groceries, prepare and cook at home

Market Examples - Frozen Ready Meals

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CP Fried Egg

Ingredients: Chicken Egg, Chicken Meat, Palm Oil, Water, Onion, Wheat Flour, Salt, Seasoning (Permitted Flavor Enhancer (E621, E631, E627))



KAWAN Nasi Lemak Biasa

Ingredients: Steamed Coconut Rice, Sambal (Onion, Chilli, Palm Oil, Water, Sugar, Tamarind, Salt And Msg), Egg, Anchovies And Roasted Peanut

Market Examples - Sustainability

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Pasta Panas Sphagetti Bolognese

- Small paper lunch box with oil resistant
- Designed to keep food warm and fresh, the PE coating enables them to contain any dish, even saucy and gravy food
- Ergonomic design and locking system makes food transportation easy and reliable



Subway Sandwich Meals

- Sustainable sourcing extends to all aspects of our supply chain, from the farm to the sandwich
- Ingredients locally sourced and practice of the best animal welfare programs



References

- 6W Research. (2020). Malaysia Ready to Eat Food Market 2020 – 2026. Industry Report.
- Euromonitor International. (2021). Ready Meals in Malaysia. Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – Malaysia. Statistic Report.



CHINA



Market Overview & Value in China

- ❑ Ready-to-Eat Meals revenue is **US\$136,221m** in 2022. The market is expected to grow annually by 9.24% (CAGR 2022-2026).
 - In global comparison - most revenue is generated in China (**US\$136,221m** in 2022).
 - In relation to total population figures - per person revenues is (**US\$93.55m** in 2022).
- ❑ In Ready-to-Eat Meals segment, volume is expected to amount to 18,173.0mkg by 2026.

Volume growth = 6.5%



Average volume per
person = 9.4kg

READY-TO-EAT FOODS TRENDS



☐ Convenience



- Due to Covid crisis, some consumers will be facing economic uncertainty, which focused them on minimal consumption and getting what is essential from their purchases such as products that offer affordability, convenience, safety, protection and durability

☐ Fortified Nutrition



- During the pandemic people sought a significant dose of nutrients to boost immune system.
- The conventional ready meals market will benefit from fortified nutrition.
- As society ages, there will be demand for products with specialized nutrition designed for seniors

☐ Plant-Based



- Plants more convenient and easier for people to incorporate into their diet
- Replacing carbs with plants can be a successful strategy if the product still delivers on the ever-important taste and texture
- Consuming more plant protein is something people are interested in

Market Examples - Convenience



Lamowang Pork Strips In Spicy And Sauce

Ingredients: Chicken, Rice, Plant Oil, Chicken Drumstick, Bamboo Shoot



Henan Pinzheng Tasty Chinese Rice Meal

- Instant Rice Cups are perfect choice with mixing with a wide variety of ingredients.
- When so many of us have hectic schedules due to work, school, daily chores, or all the other activities needed to get done, it's easy to skip meals.

Market Examples - Fortified Nutrition



SARAYA Instant Rice Mixed with Barley & Japonica

- The product uses special high-amylose rice with low GI value, which can slow down the rise of postprandial blood sugar.
- At the same time, **adding resistant dextrin**, eating rice equivalent to two-thirds of the normal food intake can get the same satiety.



DongPai Banfan Plant-Base Instant Rice Meal

Ingredients: Cabbage, TVP, Green Soya Bean, Anise, Carrot, Green Vegetable

Market Examples – Plant-Based

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Youmao International, together with Liang Zigeng and other five famous Chinese chefs, released seven "Chef Xiaowei" Zrou plant-based heating ready-to-eat products



Zrou Zhurou's "Chef Xiaowei" Plant-based Ready-to-eat Meals

The "Chef Xiaowei" series of products use selected plant-based ingredients, and follow the recipes of famous chefs throughout the production process

References

- Mintel. (2021). Ready Meals – China – 2021. Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – China. Statistic Report.



SRI LANKA



Market Overview & Value in Sri Lanka

- ❑ Ready-to-Eat Meals revenue is **US\$2,016m** in 2022. The market is expected to grow annually by 0.60% (CAGR 2021-2026).
 - In global comparison, most revenue is generated in China (**US\$140,647m** in 2022).
 - In relation to total population figures, per person revenues is (**US\$93.80m** in 2022).
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to 447.2mkg by 2026.

Volume growth = -1.9%



Average volume per
person = 19.9kg

READY-TO-EAT FOODS TRENDS



❑ Shelf-life extension of ready to eat foods

- Longer shelf-life will cause a less wastage of ready to eat food
- Creating a shelf-stable, ready-made recipe that meets consumer demands for healthy and convenient food choices.



❑ Sustainability

- Sustaining the food quality and tastes through metal containers.
- Consumers want packaging that keeps products clean, ready for eating, with longer shelf life, product security and value for money



❑ Less use of preservatives

- Enhancement in the taste of ready to eat food stuffs is taking over the consumer interest whilst using less preservative
- As busy consumers look for more on-the-go options, they've increased their demand and reliance on fresh, ready-to-eat foods



Market Examples - Shelf-life Extension



Crescent Chicken Cottage Pie

- Crescent chicken cottage pie is a tasty dish which froze to keep fresh and longer



Finagle Fish Bun (Mini)

- Fish spiced up and cooked with a mix of vegetables, wrapped in dough and baked.

Market Examples – Less Preservatives



Sri Lankan Delight Vegetable Patties

- Our food is made from natural ingredients with less preservatives

Ingredients: Wheat Flour, Potato, Leeks, Cabbage, Carrot, Vegetable Oil, Garlic, Pepper, Red Chilli, Salt, Veg. Margarine, Coriander, Anise, Cummin, Cinnamon, Cloves, Curry Leaves



Supersun Meatless Vege Cubes

- Meatless vege cubes is a frozen ready meals made with only 0.61g of salt.

Market Examples – Less Preservatives

Be Veg

VEGE FISH AMBULTHIYAL

really a great convenience to any family as healthy vegetarian ready meatless curry to accompany rice, noodles, stringhoppers, pittu bread simply with anything!

NO MSG, NO PRESERVATIVE

soy meatless treats!

Discover the excitement of making your dinner

With **BE VEG VEG KOTTEL**

and serving with meatless curries as ready to eat easy open cans to have your dinner in 10 minutes!

Available only at Arpico super markets!

Manufactured by

Sujan International (PVT)Ltd.

49, Industrial Estate, Homagama, Sri Lanka

Hotline: 0712301848

Email: sujanint51@gmail.com

Supersun Vege Fish Ambulthiyal

- No MSG, No Preservatives
- Serving with meatless curries as ready-to-eat easy open cans to have your dinner in 10 minutes!

Market Examples – Sustainability



Vindaloo Curry Vege Meatless Cube

- Spicy Meaty Curry taste comes in a Vegetarian Style .
 - Easy open and ready to eat canned



Finagle Veggie Stuffed Roti

- A spicy mix of vegetables cooked and wrapped in a godamba roti and grilled

References

- 6W Research. (2020). Sri Lanka Ready to Eat Food Market 2020 – 2026. Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – Malaysia. Statistic Report.





PHILIPPINES

Market Overview & Value in Philippines

- ❑ Ready-to-Eat Meals is **US\$1,323m** in 2022. The market is expected to grow annually by 3.21% (CAGR 2022-2026).
 - In global comparison, most revenue is generated in China (**US\$136,221m** in 2022).
 - In relation to total population figures, per person revenues of **US\$11.76** are generated in 2022.
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to 250.8mkg by 2026.

Volume growth = 1.2%



Average volume per
person = 2.1kg

READY-TO-EAT FOODS TRENDS



- ❑ Offering “heat and eat” frozen versions

- Quick-meal lines featuring food delivery launched a wider selection of ready-to-eat and microwaveable meals (frozen ready meals) that is shelf-stable



- ❑ Plant-based ready meals

- Growing awareness and adoption of global trends, plant-based foods including ready meals have taken hold of a recognizable niche demand



Market Examples – “Heat And Eat” Frozen Versions



Kenkobe Kung Pao Chicken Meal

- Kung Pao Chicken has a crispy yet tender mouthwatering chicken shreds dipped in rich and silky sweet sauce with a mixture of sweet, salty and spicy flavor.
- Instant Heating Rice Meal – You don't have worry where to eat. You can just open the package, just pour water, you can have your instant hot meal in minutes!



Orient Gourmet RTE Dishes

- Orient Gourmet's Ready to Eat (RTE) dishes are all frozen entrees, fully-cooked and microwave-read
- Whether you're too busy to cook, or just don't know how to cook, these dishes help families enjoy traditional meals, without the hassle

Market Examples – Plant-based Ready Meals

DPO INTERNATIONAL



Veega Meat-Free Burger Patty

- Veega is the meat-free and vegetarian food line under San Miguel Corporation, one of the largest conglomerates in the Philippines.
- The products are made of mushroom, wheat and soy protein.



Worth The Health Foods Giniling

- Worth The Health Foods (WTH Foods) produce plant-based meat substitutes that are meant to be more accessible to Filipinos in terms of price and availability.
- It is made from mung bean flour, coconut oil, vegetable proteins, and tapioca starch

References

- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – Malaysia. Statistic Report.
- USDA. (2021). Shelf-Stable and Frozen Ready Meals Market Brief – Philippines. Voluntary Report.



VIETNAM



Market Overview & Value in Vietnam

- ❑ Ready-to-Eat Meals revenue is US\$5,629m in 2022. The market is expected to grow annually by 6.46% (CAGR 2022-2026).
 - In global comparison, most revenue is generated in China (US\$136,221m in 2022).
 - In relation to total population figures, per person revenues is US\$56.88 in 2022.
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to 1,151.7mkg by 2026.

Volume growth = 2.5%



Average volume per person = 10kg

READY-TO-EAT FOODS TRENDS



❑ Fragmentation of health beliefs

- Rising health consciousness amongst the Vietnamese is anticipated to pervade vast opportunities for the growth of demand projections across various food segments such as roasted nuts, ready to eat cereals, ready to eat meat products and ready to eat fruits and vegetables



❑ Weight Wellness

- Rising willingness of the consumers to pay more for health and nutrition along with changing meal patterns and rising concerns regarding fitness which is driving potential demand for breakfast cereals



❑ Premium Ready-To-Eat Food Stuffs

- Owing to rising disposable incomes of the consumers and assist the Vietnam ready to eat food market gain traction in the coming years



Market Examples – Fragmentation of Health Beliefs



Snapdragon Vegetable Vietnamese Pho Soup Bowls

- Healthy recipe made with rice noodles, onion, garlic, chili and spices
 - Gluten free
- Many restaurants and street vendors in Vietnam serve their own versions of pho soup, and Snapdragon carries on the tradition with this veggie-infused meal. Simply add water, microwave for three minutes and enjoy pho-style rice noodles in a classic broth flavored with chili, vegetables and spices.



Thit Dau Nanh Soy Bean Meat

- 100% vegan dry soy protein multi-functional
 - 100% natural, healthy soybeans
 - No chemical colour

Market Examples – Weight Wellness



Knorr Vietnamese Rice Noodle Cup

- Knorr Vietnamese Beef Pho Rice Noodle Cup brings you all the authentic flavours of Vietnamese pho without the fuss
 - Made with air-dried rice noodles, this tasty noodle cup is **low fat**
- Knorr Vietnamese Beef Pho Rice Noodle Cup contains **no artificial colours**

Market Examples – Premium



Xin chào! Coriander and Mild Curry Flavor Cup Noodle

- Ethnic ramen Vietnamese style is characterized by coconut creamy milk and “not spicy” curry soup.
- The mild version is suitable for even children with dried coriander as topping.



Hủ Tiếu Bò Kho Noodle Soup

- Hủ tiếu bò kho is very popular in the South of Vietnam.
- Hủ tiếu is served by combining between thin, good texture rice noodle and premium Vietnamese style beef stew.



References

- 6W Research. (2020). Vietnam Ready to Eat Food Market 2020 – 2026.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – Vietnam. Statistic Report.



THAILAND

Market Overview & Value in Thailand

- ❑ Ready-to-Eat Meals revenue is **US\$4,297m** in 2022. The market is expected to grow annually by 0.92% (CAGR 2021-2026).
 - In global comparison, most revenue is generated in China (**US\$140,647m** in 2022).
 - In relation to total population figures, per person revenues is **US\$61.42** in 2022.
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to 983.9mkg by 2026.

Volume growth = 1.7%



Average volume per
person = 1.2kg

READY-TO-EAT FOODS TRENDS

❑ Healthier convenience packed with nutrients



- Ready meals market communicate with consumer with a clearly on-pack a product's freshness and the nutrition provided.
- Brands are capitalizing on the healthy eating trend by providing healthier, convenience ready meal options.

❑ Shelf-stable and dried ready meals



- Players adjust strategies in shelf-stable ready meals and dried ready meals to cope with changing consumers needs.
- Due pandemic, Thailand have spent extended time at home and have begun seeking foods with longer use-by dates to reduce the frequency of their shopping trips.

❑ Economy product ranges



- Dynamic growth anticipated due to busy lifestyles and expanding product ranges.
- Launch a frozen ready meals and chilled ready meals with.
- With the strength of its distribution channels through nationwide 7-Elevens, the brands benefit from being widely available across the country.

Market Examples – Healthier Convenience Packed With Nutrients



CP Savoury Boiled Brown Rice

- Ready-to-eat frozen food with low-calorie
 - Also low in cholesterol
 - No saturated Fat



ก้าม La Tiao, Rag-shaped Konjac Larb flavor

- New dimension of health care Invade a tripe image, Laab flavor, easy to eat, just tear
- Suitable for those who want to control weight. Those who have to choose foods that are high in natural fibers
- Konjac is low in cholesterol, free from fat, low in carbohydrates.

Market Examples – Shelf-stable & Dried Ready Meals

DPO INTERNATIONAL



Smiling Fish Brand Ready-to-Eat Thai ปู๋มปุ๋ยเม่นูฟพร้อมทาน

- Popular Southern Thai Recipe. Hot & spicy
 - Quality selected ingredients
 - Halal certified.



Elephant King Tom Kha Soup Thai Meal Kit

- Elephant King's tom kha soup answers your Thai food cravings with traditional Southeast Asian ingredients like lemongrass, kaffir lime and coconut.



Daily Fresh Frozen Curry Noodle Soup with Chicken ข้าวต้มไก่

- Concentrated, mellow spicy curry sauce Soft and delicious noodles, plus 1 large piece of chicken, there are 4 servings for the whole family.

Market Examples – Economy product ranges



Skyluck Rice Tom Yum Kung

- Ready-to-eat Frozen food Thai Tom Yum Kung rice Spicy
- Must try Tom Yum, rich flavor, fragrant tom yum ingredients.
 - Full of shrimp. Spicy to the heart.

References

- 6W Research. (2020). Thailand Ready to Eat Food Market 2020 – 2026.
- Euromonitor International. (2021). Ready Meals in Thailand. Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Statista. (2022). Ready-to-Eat Meals – Malaysia. Statistic Report.



INDONESIA

Market Overview & Value in Indonesia

- ❑ Ready-to-Eat Meals revenue is **US\$3,962m** in 2022. The market is expected to grow annually by 3.22% (CAGR 2022-2026).
 - In global comparison, most revenue is generated in China (**US\$136,221m** in 2022)
 - In relation to total population figures, per person revenues is US\$56.54 in 2022
- ❑ In the Ready-to-Eat Meals segment, volume is expected to amount to **983.9mkg** by 2026.

Volume growth = 2.1%



Average volume per
person = 12.8kg

READY-TO-EAT FOODS TRENDS

- ❑ Frozen-ready meals are on demand



- Frozen-ready meals are appealing to consumers in Indonesia with hectic lifestyles, those who are trying to lose weight, and people who live alone and do not want to prepare a full meal
- Amidst of pandemic, frozen ready to eat meals became the most popular choice of consumers during their life in quarantine.

- ❑ Demand for convenience and exotic taste



- Growing number of Korean-style products and brands expected
- There is an increasing number of consumer foodservice outlets selling Korean snacks such as topokki, and fish cakes, which will also have a positive impact and encourage more brands to enter the packaged food market with similar

Market Examples – Frozen-ready Meals



Laukita Opor Ayam

- This Javanese dish made from chicken has become a favorite of the people of the archipelago.
- The love for this dish is certainly due to the combination of various fresh spices with coconut milk that arouses the taste buds of the audience!



Fiesta Ready Meal Spaghetti Chicken Parmigiana

- Fulfill your nutritional needs with Fiesta Ready Meal Spaghetti Chicken Parmigiana

Market Examples – Convenience and Exotic Taste



Ilmi Tteokbokki Instant Topoki Tokpoki Gochujang

- Bringing a rich flavor of Korean food.
- Tteokbokki is one of the most popular street meals in South Korea.



EatNow Rawon

- Rawon is an Indonesian beef soup. Originating from East Java, rawon utilizes the black keluak nut as the main seasoning, which gives a dark color and nutty flavor to the soup.

References

- Euromonitor International. (2021). Ready Meals in Indonesia. Industry Report.
- Mordor Intelligence. (2022). Indonesia Frozen Food Market - Growth, Trends, Covid-19 Impact, And Forecasts (2022 - 2027). Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
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THANK YOU