



Foodservice Strategies in South East Asia 2006 – 2010

“...few other parts of the world match the growth potential of this region...”



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FOODSERVICE STRATEGIES IN SOUTH EAST ASIA

This report evaluates growth potential, key trends and developments and the market structure of six foodservice markets in South East Asia. It also examines the region as a whole.

The research study was conducted in the first half of 2006, building on BIS Shrapnel's previous industry studies and research projects in these markets.

The countries included are:

- Malaysia
- Singapore
- Thailand
- Vietnam
- Philippines
- Indonesia

The combined foodservice market in these six countries is estimated at US\$ 25.6 billion at consumer prices with a total population of more than 482 million. The market estimate in terms of total food and beverage purchases by foodservice operators is calculated at US\$ 16.5 billion.

Naturally, this size market represents a huge potential for food and beverage suppliers, particularly when the market growth forecast for the region of 4.5% per annum is taken into consideration, with some individual markets expected to grow at a higher rate.

Each individual market holds its own distinct possibilities and challenges. This report seeks to provide insights into each market's structure and channel characteristics and growth, as well as providing a regional overview. The individual company has to analyse where synergies might be achieved in terms of their company products, organisation, resources, manufacturing and personnel, as well as which markets hold the greatest potential from a company view.

The report first addresses the region as a whole followed by each individual country. The country chapters follow the same structure for easy comparison.



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