

# Coronavirus, Eating and the 'New Normal': Lessons from Asia

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## INTRODUCTION

Scope

Key findings

## THE 'NEW NORMAL' IN ASIA

Flexibility is necessary to adapt to changing needs amidst disruption

COVID-19 is set to change the way consumers eat post-lockdown

## MEALS AT HOME

Guided meal preparation methods in strong demand amidst COVID-19

Consumers are provided with more options for meals at home

The rise of meal and grocery delivery is led by East Asian markets

COVID-19 has had a roller-coaster effect on delivery (1)

COVID-19 has had a roller-coaster effect on delivery (2)

Home cooking and takeaway preferred amidst high delivery prices

The evolution of the digital ecosystem for meals is accelerating in Asia

Digitalisation set to shape the future of retail and foodservice delivery

Restaurant meal replacement widens meal choices in e-commerce

Well-known foodservice players benefit from brand recognition in retail

Appliances need to support emerging cooking methods and occasions

## SNACKING OCCASIONS

On-the-go occasions adapt to less social, stay-at-home lifestyles

Pivoted strategies and marketing to prepare for the post-lockdown era

One-handed snacking: Will this new occasion stay?

## FOOD AS MEDICINE

Food as medicine essential with the absence of a COVID-19 cure

Consumers turn to packaged dairy as a key source of nutrition

Cheese shows potential in China beyond only a children's snack

Immune-boosting claims are more apparent in yoghurt

Products for mental and emotional wellbeing still in early stages

## CONCLUSION

Home cooking will remain prevalent despite the reopening of dine-in

Health and convenience likely to be key drivers in the region

Value-added products can continue their momentum in Asia Pacific

Eating habits in the 'new normal': food for thought

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