



Euromonitor  
International

# Health and Wellness in Hong Kong, China

January 2026

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Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows  
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Plant-based diets and natural ingredients set to receive growing interest

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HW Hot Drinks in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Financial pressures limit growth opportunities within health and wellness hot drinks

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Market trends being shaped by new product development and rising health awareness  
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Rising health concerns push consumers to cut out sugar from their diet

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HW Soft Drinks in Hong Kong, China

KEY DATA FINDINGS

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The growing health and wellness movement continues to inform sales of soft drinks

INDUSTRY PERFORMANCE

Demand for health and wellness soft drinks grows despite economic pressures  
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[HW Snacks in Hong Kong, China](#)

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Interest in gluten free claims falls  
Consumer priorities shift away from sugar reduction

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Hong Kong, China](#)

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Natural claims gain prominence driven by health and sustainability concerns

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HW Staple Foods in Hong Kong, China

KEY DATA FINDINGS

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Local consumers making healthier choices when it comes to staple foods

INDUSTRY PERFORMANCE

- Local consumers making healthier choices when it comes to staple foods
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- Vegetarian claims gain traction as consumers make more ethical purchasing decisions

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