



Sweet Spreads in Hong Kong, China

March 2026

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Sweet Spreads in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by home consumption, health trends and value positioning

INDUSTRY PERFORMANCE

Sales of sweet spreads benefit from home consumption and indulgence occasions

Honey leads sales while jams and preserves drive growth in sweet spreads

WHAT'S NEXT?

Steady growth is expected for sweet spreads during value-driven consumption

Protein positioning is set to drive growth for nut and seed based spreads in Hong Kong

Packaging innovation is expected to support on-the-go consumption opportunities for sweet spreads

COMPETITIVE LANDSCAPE

St. Dalfour Frères strengthens its leadership through premium positioning and lifestyle collaborations

Private label sweet spreads gain momentum through value and range expansion

CHANNELS

Supermarkets retains its dominance in sweet spreads through accessibility and promotional intensity

Retail e-commerce plays a rising role in sweet spreads distribution

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COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Home cooking and private label drives growth in cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking sustains value growth in cooking ingredients and meals in 2025

Health and wellness drive product innovation and premiumisation

Private label sophistication and flavour innovation supports growth in 2025

WHAT'S NEXT?

Premiumisation and targeted innovation is expected to support sales over the forecast period

Health and convenience are set to drive innovation in future product development

Competition and channel dynamics shape the future of cooking ingredients and meals

COMPETITIVE LANDSCAPE

Hop Hing Oils & Fats Ltd and Lee Kum Kee (HK) Foods Ltd offer well-established brands with rich heritage

Private label emerges as a key growth driver during ongoing price sensitivity

CHANNELS

Supermarkets retains its lead due to extensive store coverage and frequent price promotions

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