



Euromonitor
International

HW Snacks in Hong Kong, China

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures limit the growth of health and wellness snacks in 2024

INDUSTRY PERFORMANCE

- Consumers look to balance indulgence and health claims with cost considerations
- Interest in gluten free claims falls
- Consumer priorities shift away from sugar reduction

WHAT'S NEXT

- Functional claims likely to be at the core of health and wellness snacks
- Players likely to need more than just a gluten free claim to find success
- Rising production costs could limit investment in no sugar snacks

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

- Better for you and functional claims on the rise as health awareness grows
- Clean label trend fuelling demand for natural and organic claims

WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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