



Euromonitor
International

HW Staple Foods in Hong Kong, China

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers making healthier choices when it comes to staple foods

INDUSTRY PERFORMANCE

- Local consumers making healthier choices when it comes to staple foods
- Consumers turning to healthier options when shopping for baked goods
- Vegetarian claims gain traction as consumers make more ethical purchasing decisions

WHAT'S NEXT

- Growing emphasis on ingredient lists expected to inform market development
- Organic claims set to see mixed results across staple foods
- Focus on plant-based diets set to inform new product development

CATEGORY DATA

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