

Health and Wellness in Hong Kong, China

November 2023

Table of Contents

Health and Wellness in Hong Kong, China

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health awareness and changing attitudes drive demand for low and no added sugar

Good source of vitamins is leading claim as consumers search for fortified hot drinks

Digestive health driven by demand for varied health benefits

PROSPECTS AND OPPORTUNITIES

Hot drinks to see increasing premiumisation, mainly driven by consumer willingness to pay more for health-specific claims

Natural and organic offer further growth potential in hot drinks driven by move away from artificial ingredients

Energy boosting to see sustained demand

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTD herbal tea gains traction with heightened health and wellness awareness among local consumers

Natural is leading claim despite marginal decline in demand

Niche of bone and joint health finds growing significance in health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Functional soft drinks as a major driver over the forecast period

No sugar offers further growth potential in soft drinks, driven by general health concerns over impact of high sugar intake

Lactose free to see further growth over forecast period

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy plant-based and high protein rich snacks popular among local consumers

No sugar snacks grow due to rising obesity concerns in Hong Kong

No salt increasingly important in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Local consumers seek more sophisticated flavours from chocolate confectionery whilst remaining mindful of sugar intake

Gluten free snacks offers further growth potential due to rising awareness of food intolerance in addition to general health trends

Vision health expected to gain in significance over forecast period

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

Immune support becomes go-to health benefit since pandemic

Good source of minerals is leading claim as consumers look to higher functionality from dairy products and alternatives

Plant-based a key claim in 2022 due to rising flexitarian population

PROSPECTS AND OPPORTUNITIES

Emphasis on health benefits continues post-pandemic as consumers become familiar with health and wellness claims

Immune support offers further growth potential, due to greater interest in its overall impact on metabolism

Digestive health expected to benefit from awareness of role that healthy gut plays in overall wellbeing

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heightened health awareness since pandemic influences local consumer choices

Natural is the leading claim within health and wellness cooking ingredients and meals in 2022

Positive growth for no allergens claim due to rising awareness of food intolerance

PROSPECTS AND OPPORTUNITIES

Cooking ingredients and meals with specific health benefits to continue gaining traction in Hong Kong

Gluten free offers further growth potential due to greater awareness of dietary requirements

Meat free to benefit from rising flexitarian population

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Hong Kong, China

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein and plant-based staple foods supported by heightened health awareness

Organic remains leading claim due to health concerns despite rising cost of living

Energy boosting staple foods chosen for their functional benefits

PROSPECTS AND OPPORTUNITIES

Organic will continue to lead health and wellness staple foods in Hong Kong

Gluten free set to return to positive sales in line with awareness of food intolerance

Meat and seafood substitutes offers potential as some consumers either exclude meat or adopt a flexitarian approach

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-hong-kong-china/report.