

Edible Oils in Hong Kong, China

January 2024

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Edible Oils in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of travel reduces home cooking and need for edible oils

Olive oil remains the only growth driver, while corn oil remains the leading oil type

Knife launches new packaging in response to the healthy eating trend and improves customer loyalty

PROSPECTS AND OPPORTUNITIES

Variety of edible oils will continue to grow, to cope with growing demand for health functions and good taste

Product development is a game-changer for brands to face the new normal

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