

# Butter and Spreads in Hong Kong, China

September 2023

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## Butter and Spreads in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Butter consumption surges, driven by health and wellness and the rise of coffee culture Consumption of margarine and spreads declines due to ongoing health and wellness trend Consumers shift towards private label as unit prices soar

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Health and wellness will continue to drive shifts in consumer preference Foodservice opportunities for margarine due to shifts in tourist behaviour

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