

Sweet Spreads in Hong Kong, China

January 2024

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Sweet Spreads in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revenge travel and eating out slow the growth of sweet spreads

Demand for products with health benefits fuels the growth momentum of honey

The move away from at-home breakfast routines in Hong Kong dims the growth of jams and preserves and nut and seed based spreads

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Foodservice sales expected to drive growth for sweet spreads, due to the continued shift from home cooking to eating out

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