

Health and Wellness in Hong Kong, China

November 2023

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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

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

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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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

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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

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