



Euromonitor  
International

# Baby Food in Hong Kong, China

October 2026

Table of Contents

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Baby Food Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby Food

## INDUSTRY PERFORMANCE

Life-Stage Nutrition Influences Parent Expectations

Milk Formula Leads as Prepared Baby Food Emerges as Best Performer

Everyday Wellness Fuels Science-Driven Formulations

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

## WHAT'S NEXT?

Affluent Parents to Prioritise Premiumisation and Innovation to Drive Value

Chart 4 - Analyst Insight for Baby Food

Functional Nutrition and Adjacent Innovation to Sustain Hong Kong Baby Food Growth

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

The Top Players Leverage Loyalty and Premium Branding to Reinforce Leadership

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

## CHANNELS

Health and Beauty Specialists Build Trust to Maintain Channel Leadership

Online Retailers Accelerate Growth as Parents Seek Convenience and Savings

Chart 9 - Retail Channels 2021-2026

## PRODUCTS

Friso Signature Pro-Ig Capitalises on Premium, Science-Led Offerings to Reshape Parent Priorities

Chart 10 - Friso Signature Pro-Ig

Nan Infinipro Sets New Standards for Trust and Aspiration

Chart 11 - Nestlé Nan Infinipro

## ECONOMIC CONTEXT

Chart 12 - Economic Context for Baby Food

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 15 - Consumer Context for Baby Food

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

## COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

### INDUSTRY PERFORMANCE

Brands Leverage Everyday Wellness and Protein Innovation to Drive Value Gains

Plant-Based Dairy Accelerates as Functional Indulgence Gains Traction

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

### WHAT'S NEXT?

Premium Yoghurt and High-Protein Milk to Win Consumer Loyalty

Plant-Based Launches to Remain Popular through Functional Innovation

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Vitasoy and Nestlé Defend Lead as New Players Accelerate Share Gains

Emerging Players Gain Traction by Aligning with Wellness and Convenience

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

### CHANNELS

Supermarkets Sustain Lead as Shoppers Seek Value and Freshness

Chart 26 - Retail Channels 2021-2026

### PRODUCTS

Trappist Capture Value with Everyday Wellness Culture

Chart 27 - Trappist High Protein Milk

Classy Kiss Signals Shift toward Taste-Led Dairy Innovation

Chart 28 - Classy Kiss Real Fruit Indulgence

### ECONOMIC CONTEXT

Chart 29 - Economic Context for Dairy Products and Alternatives

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 32 - Consumer Context for Dairy Products and Alternatives

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

Chart 35 - Consumer Expenditure 2021-2031

### COUNTRY REPORTS DISCLAIMER

## 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/baby-food-in-hong-kong-china/report](http://www.euromonitor.com/baby-food-in-hong-kong-china/report).