



Euromonitor
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Consumer Foodservice in Hong Kong, China

March 2026

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Consumer Foodservice in Hong Kong, China

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

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INDUSTRY PERFORMANCE

Widespread downtrading across foodservice formats

Operators adapt fulfilment models to manage costs and align with changing consumer behaviour

Experiences and emotional engagement influence consumers' choices

WHAT'S NEXT?

Value growth constrained by persistent price sensitivity

Innovation to focus increasingly on tangible value creation

Sustainability: a secondary but growing consideration

COMPETITIVE LANDSCAPE

Leading chains benefit from strong brand recognition, while independent players are valued for their creativity

Operators focus on portfolio optimisation in 2025

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Independent coffee and tea shops as lifestyle-led social spaces

Hybrid operating models gaining traction

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Consumers will continue to prioritise health-oriented choices

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A challenging operating environment for full-service restaurants in 2025

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Northbound consumption, shifting tourist dining behaviour and ongoing economic uncertainty weaken demand

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WHAT'S NEXT?

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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