KEY DATA FINDINGS

2022 DEVELOPMENTS
Growth in retail sales as home consumption increases in early 2022
Demand for private label remains elevated
Frozen processed vegetables shows high levels of resilience

PROSPECTS AND OPPORTUNITIES
Health and wellness trend presents opportunity for new product development
Frozen and shelf stable vegetables could lose some pandemic gains
E-channel becomes more prominent

CATEGORY DATA
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Staple Foods in Hong Kong, China - Industry Overview

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