

Savoury Snacks in Hong Kong, China

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Potato chips remains one of the most popular types of savoury snacks, led by Calbee Four Seas (HK) Co Ltd

Vegetable, pulse and bread chips gains traction, led by Arcadia Trading Ltd

Popcorn is growing from a low base

PROSPECTS AND OPPORTUNITIES

Health and wellness will continue to be consumers' focus, benefiting vegetable, pulse and bread chips

More cross-brand collaborations expected to be seen in the forecast period

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