Euromonitor International

Rice, Pasta and Noodles in Hong Kong, China

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Rice, Pasta and Noodles in Hong Kong, China - Category analysis

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2025 DEVELOPMENTS

Home cooking and value sensitivity drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

The rise of home cooking supports growth for rice, pasta and noodles in 2025
Instant noodles drive growth through offering affordability and convenience

WHAT'S NEXT?

Steady growth for rice, pasta and noodles is set to be supported by price sensitivity and home cooking
Rising health awareness will reshape consumer expectations for rice, pasta and noodles
Thailand's New Rice Economy initiative is set to support premiumisation of rice in Hong Kong

COMPETITIVE LANDSCAPE

Nissin Foods Co Ltd sustains its leadership through localisation and cultural collaboration
Private label gains momentum during value-driven consumption

CHANNELS

Supermarkets retain its dominance through accessibility and promotional strength
Retail e-commerce accelerates growth through digital integration and hybrid fulfilment

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Staple Foods in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Modest growth under price pressures and health-driven innovation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth for staple food is constrained by cost pressures and cross-border shopping
Health and wellness drive innovation during ongoing price sensitivity
Health-focused innovation spans ingredient quality and clean labelling

WHAT'S NEXT?

Value growth is set to be constrained by price sensitivity and cautious consumer behaviour
Health and wellness is expected to drive value and differentiation in staple foods
Packaging innovation and convenience channels are set to drive incremental value

COMPETITIVE LANDSCAPE

The Garden Co Ltd maintains its lead through innovation and expertise
Private label strengthens its presence through quality and innovation

CHANNELS

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