

Meals and Soups in Hong Kong, China

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall demand for meals and soups declines due to fewer at-home consumption occasions
Some demand shifts to foodservice, partially offsetting the decline in retail demand
Campbell's launches Gold Label condensed soup in response to demand for premium products

PROSPECTS AND OPPORTUNITIES

Brands will focus on brand value to set their strategy in preparation for unfavourable market conditions
Convenience and affordability likely to fuel the growth of e-commerce
Pizza brands need to act swiftly against the rising trend of pizza restaurants

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Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

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