

HW Staple Foods in Hong Kong, China

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein and plant-based staple foods supported by heightened health awareness

Organic remains leading claim due to health concerns despite rising cost of living

Energy boosting staple foods chosen for their functional benefits

PROSPECTS AND OPPORTUNITIES

Organic will continue to lead health and wellness staple foods in Hong Kong

Gluten free set to return to positive sales in line with awareness of food intolerance

Meat and seafood substitutes offers potential as some consumers either exclude meat or adopt a flexitarian approach

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Overview

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