Euromonitor International

HW Staple Foods in Hong Kong, China

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Table of Contents

HW Staple Foods in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers making healthier choices when it comes to staple foods

INDUSTRY PERFORMANCE

Local consumers making healthier choices when it comes to staple foods
Consumers turning to healthier options when shopping for baked goods
Vegetarian claims gain traction as consumers make more ethical purchasing decisions

WHAT'S NEXT

Growing emphasis on ingredient lists expected to inform market development
Organic claims set to see mixed results across staple foods
Focus on plant-based diets set to inform new product development

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows
Clean label trend fuelling demand for natural and organic claims

WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-hong-kong-china/report.