

Butter and Margarine in Hong Kong, China

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Abstracts

Living in the present and enjoying life has been a way of living for many people in Hong Kong, leading to the success of cafe dining and light meals. The westernisation trend has partly disrupted traditional eating habits, as sandwiches, risotto and pasta are becoming increasingly common and consumers are starting to make their own as well. Now that cheese and butter are included in many Western dishes to enhance flavour and give a creamy texture, local consumers are becoming used to these ingre...

Euromonitor International's Butter and Margarine in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Packaged Food Growth Picks Up After Slight Drop in 2016

Regional Offerings Fuel Excitement Among Consumers

International Brands Remain Unchallenged in Most Areas

Innovation Strongly Influenced by Health and Wellness Trend

Internet Retailers Benefit From Rise of Niche Brands and Products

Key Trends and Developments

Shrinking Workforce and Demographic Trends Expected To Shape Demand

Packaging Affected by Miniaturisation and Increasing Focus on Ethical Labels

Growing Private Label Offering As Cheaper Alternative To Premium Products

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