

HW Dairy Products and Alternatives in Hong Kong, China

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Abstracts

Hong Kong started 2022 with the fifth wave of COVID-19, with over 1.2 million citizens testing positive during the first quarter of the year. The outbreak dramatically intensified consumers' concerns regarding their health and wellness, particularly their consumption habits, as various media broadcasters, government departments, and online articles published significant content promoting the importance of maintaining a healthy immune system to help fight the effects of the virus.

Euromonitor International's HW Dairy Products and Alternatives in Hong Kong, China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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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Emphasis on health benefits continues post-pandemic as consumers become familiar with health and wellness claims

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HEALTH AND WELLNESS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Overview

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