

HW Staple Foods in Hong Kong, China

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Abstracts

Local consumers have been paying greater attention to their diets since the pandemic and, therefore, are exploring different dietary plans. In Hong Kong, flexitarian has, in fact, attracted the most attention. A local survey indicates that the city's flexitarian population has grown significantly, reaching more than 40%. A flexitarian diet promotes plant-based food consumption while minimising the consumption of meat and other animal products. Therefore, local consumers are increasingly searchin...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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Organic remains leading claim due to health concerns despite rising cost of living
Energy boosting staple foods chosen for their functional benefits

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

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HEALTH AND WELLNESS IN HONG KONG, CHINA
EXECUTIVE SUMMARY

Overview

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