

Packaged Food in Hong Kong, China

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Abstracts

While in 2019 social unrest in Hong Kong owing to the introduction of the Fugitive Offenders amendment bill forced some consumers to eat out less and cook more at home, the arrival of COVID-19 in 2020 greatly swayed residents to undertake home seclusion and social distancing, and so cooking occasions at home drastically surged. Staple foods were targeted by Hong Kongers for stockpiling and food reserves, while cooking ingredients and ready meals were also in greater demand as complements to stap...

Euromonitor International's Packaged Food 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

Why buy this report?

Get a detailed picture of the Packaged Food 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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