

# Processed Fruit and Vegetables in Hong Kong, China

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## Abstracts

In 2023, processed fruit and vegetables in Hong Kong is set to experience a slight current value decline, along with a stronger retail volume decline. This can be attributed to reduced demand for at-home consumption, primarily driven by the return to office working and increased travel activities.

Euromonitor International's Processed Fruit and Vegetables in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

Get a detailed picture of the Processed Fruit and Vegetables 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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Less time to cook at home and easy access to fresh products drags down retail volume sales of processed fruit and vegetables

Rebound in foodservice sales and economic downturn favour the total volume growth of shelf-stable fruit and vegetables

Imported Japanese products and proactive marketing campaign help Del Monte retain its leading position

#### PROSPECTS AND OPPORTUNITIES

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The rise of the premium segment indicates an increasing willingness to spend on quality products

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