

Sustainability in Hong Kong, China

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Abstracts

While the majority of consumers in Hong Kong try to positively impact the planet, apathy has risen, with under half believing their actions can make a difference. Despite this, almost 40% of consumers identify as being Meat Avoiders. This creates opportunities for industries, as nearly half of these consumers are willing to pay more for sustainable products. As such, offering vegetarian or vegan products is a key growth opportunity, with vegan being the fastest-growing claim in the largest indus...

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