

## **Meals and Soups in Hong Kong, China**

Market Direction | 2022-11-08 | 21 pages | Euromonitor

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### **Report description:**

In 2021, as the number of COVID-19 cases fell in Hong Kong, local consumers gradually resumed activities outside of the home. Employees returned to the office, while schools resumed in-person classes. Reduced home cooking occasions led to low retail demand for meals and soups following 2020's surge. However, within this category, chilled ready meals, which has long been perceived as an affordable and convenient meal solution for office workers and pupils, performed positively.

Euromonitor International's Meals and Soups 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 2017-2021, 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 <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
November 2022

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Retail sales spike following fifth wave of pandemic  
Campbell Soup retains overall lead, with a wide product portfolio  
Food quality and exoticism are key areas for premiumisation

#### **PROSPECTS AND OPPORTUNITIES**

Increasing demand for convenience will continue to drive sales of ready meals  
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