

## **Savoury Snacks in Hong Kong, China**

Market Direction | 2023-08-22 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Potato chips remained one of the most popular savoury snacks amongst consumers in Hong Kong in 2022, experiencing a steady increase in retail volume terms, which was primarily attributed to the growing prevalence of snacking occasions, such as the highly anticipated World Cup in the second half of 2022. Leading the category was Calbee Four Seas (HK) Co Ltd, with its flagship brand Calbee, closely followed by PepsiCo Inc with its well-known brand Lay's.

Euromonitor International's Savoury Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Savoury Snacks 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Savoury Snacks in Hong Kong, China  
Euromonitor International  
August 2023

List Of Contents And Tables

### **SAVOURY SNACKS IN HONG KONG, CHINA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Potato chips remains one of the most popular types of savoury snacks, led by Calbee Four Seas (HK) Co Ltd

Vegetable, pulse and bread chips gains traction, led by Arcadia Trading Ltd

Popcorn is growing from a low base

#### **PROSPECTS AND OPPORTUNITIES**

Health and wellness will continue to be consumers' focus, benefiting vegetable, pulse and bread chips

More cross-brand collaborations expected to be seen in the forecast period

#### **CATEGORY DATA**

Summary 1 Other Savoury Snacks by Product Type: 2023

Table 1 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 2 Sales of Savoury Snacks by Category: Value 2018-2023

Table 3 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 7 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 8 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 9 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 10 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

### **SNACKS IN HONG KONG, CHINA**

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

#### **MARKET DATA**

Table 12 Sales of Snacks by Category: Volume 2018-2023

Table 13 Sales of Snacks by Category: Value 2018-2023

Table 14 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Snacks: % Value 2019-2023

Table 17 LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Distribution of Snacks by Format: % Value 2018-2023

Table 20 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Savoury Snacks in Hong Kong, China

Market Direction | 2023-08-22 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com