

Savoury Snacks in Hong Kong, China

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

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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.

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reliable information resources to help drive informed strategic planning.

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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

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