

Snacks in Hong Kong, China

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Report description:

COVID-19 remains a key factor shaping snacks, which is leading to positive impacts in certain categories, and negative impacts in others. From March 2023, when Hong Kong eventually ended the mask mandate, chewing gum, which serves as a convenient way to ensure fresh breath during interactions with others, gained heightened appeal amongst local consumers. Likewise, following the relaxation of restrictions, some other categories also benefited, with not only gum, but also sweet biscuits, snack bar...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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2023 DEVELOPMENTS

Localised and innovative flavours attract consumers, with players also sustaining interest with offerings associated with desserts and beverages

Growth in health consciousness amongst consumers drives interest in single-origin premium dark chocolate

Diversification of strategies, instead of being solely reliant on celebrity promotions

PROSPECTS AND OPPORTUNITIES

Transparency in terms of cocoa bean origin will enable consumers to diversify and understand new offerings

Local companies to overcome challenges in the global move towards sustainable packaging and ethical production processes

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2023 DEVELOPMENTS

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Health and wellness trend shapes the development of pastilles, gummies, jellies and chews

New product development continues to drive growth

PROSPECTS AND OPPORTUNITIES

Brands are getting ready to capitalise on the need for premiumisation

Brands likely to continue their efforts in terms of flavour innovation, while also continuing to explore other forms of new product development

The demand for standard mints and power mints is set to grow

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Two ways to address sustainability issues

A growing number of food manufacturers likely to tap into ice cream

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

Popcorn is growing from a low base

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