

## **Baby Food in Hong Kong, China**

Market Direction | 2023-09-25 | 23 pages | Euromonitor

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### **Report description:**

In 2023, baby food in Hong Kong is set to experience significant retail volume and current value rebounds, following the end to the pandemic and the lifting of all COVID-19 restrictions. The sharp recovery of baby food owes much to the reopening of the border with mainland China, which has had a tremendous impact on sales of milk formula, as mainland tourists previously (pre-pandemic) constituted the primary buyers of milk formula in Hong Kong. Despite the expectation of exceptional growth in 20...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

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

- \* Get a detailed picture of the Baby Food 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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