

## **Edible Oils in Hong Kong, China**

Market Direction | 2024-01-23 | 20 pages | Euromonitor

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### **Report description:**

The broader reopening of Hong Kong since late 2022 unleashed a wave of enthusiasm for travel amongst consumers in Hong Kong, with Japan emerging as a key destination. Revenge travel has continued into 2023, resulting in a significant reduction in the amount of time spent by people in Hong Kong in their home country. In addition, the lifting of COVID-19 restrictions has prompted a return to the office, further reducing the time available for home cooking.

Euromonitor International's Edible Oils 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- \* Get a detailed picture of the Edible Oils 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  
January 2024

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Resumption of travel reduces home cooking and need for edible oils

Olive oil remains the only growth driver, while corn oil remains the leading oil type

Knife launches new packaging in response to the healthy eating trend and improves customer loyalty

##### PROSPECTS AND OPPORTUNITIES

Variety of edible oils will continue to grow, to cope with growing demand for health functions and good taste

Product development is a game-changer for brands to face the new normal

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