

HW Dairy Products and Alternatives in Hong Kong, China

Market Direction | 2023-11-08 | 14 pages | Euromonitor

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Report description:

Hong Kong started 2022 with the fifth wave of COVID-19, with over 1.2 million citizens testing positive during the first quarter of the year. The outbreak dramatically intensified consumers' concerns regarding their health and wellness, particularly their consumption habits, as various media broadcasters, government departments, and online articles published significant content promoting the importance of maintaining a healthy immune system to help fight the effects of the virus.

Euromonitor International's HW Dairy Products and Alternatives in Hong Kong, China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives 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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Euromonitor International

January 2024

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HW DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Immune support becomes go-to health benefit since pandemic

Good source of minerals is leading claim as consumers look to higher functionality from dairy products and alternatives

Plant-based a key claim in 2022 due to rising flexitarian population

PROSPECTS AND OPPORTUNITIES

Emphasis on health benefits continues post-pandemic as consumers become familiar with health and wellness claims

Immune support offers further growth potential, due to greater interest in its overall impact on metabolism

Digestive health expected to benefit from awareness of role that healthy gut plays in overall wellbeing

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HEALTH AND WELLNESS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Overview

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