

## **HW Snacks in Hong Kong, China**

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

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### **Report description:**

The current health and wellness trend, which was accelerated by the emergence of the pandemic in Hong Kong, has resulted in the launch of a wide range of healthy snacks. Snacks based on vegetables and options accompanied by claims such as high protein, high fibre and good source of vitamins all grew in 2022. Plant-based snacks, such as freeze-dried broccoli, also saw rising demand, as their high fibre and low sugar content make them popular choices for local consumers and their children who may...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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## **Table of Contents:**

HW Snacks in Hong Kong, China  
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### List Of Contents And Tables

#### HW SNACKS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Healthy plant-based and high protein rich snacks popular among local consumers

No sugar snacks grow due to rising obesity concerns in Hong Kong

No salt increasingly important in health and wellness snacks

##### PROSPECTS AND OPPORTUNITIES

Local consumers seek more sophisticated flavours from chocolate confectionery whilst remaining mindful of sugar intake

Gluten free snacks offers further growth potential due to rising awareness of food intolerance in addition to general health trends

Vision health expected to gain in significance over forecast period

##### CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

#### HEALTH AND WELLNESS IN HONG KONG, CHINA

##### EXECUTIVE SUMMARY

Overview

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