

Savoury Snacks in Hong Kong, China

Market Direction | 2024-06-25 | 23 pages | Euromonitor

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Report description:

Savoury snacks in Hong Kong continues to evolve, with health-conscious consumers facing an increasingly diverse selection of options. Competition has intensified, as brands drive new product innovation and retailers introduce international imports. As the landscape becomes increasingly diverse, local consumers are presented with a wider array of options, with local snack brands providing more innovative salty snack flavours. Despite the increasing competition, Four Seas (Hong Kong) Co Ltd's flag...

Euromonitor International's Savoury 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 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood 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 Savoury 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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reliable information resources to help drive informed strategic planning.

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Korean imports intensify competition within salty snacks
Strong performance by vegetable, pulse and bread chips
Retailers sustain share by offering attractive prices and wide variety of savoury snacks

PROSPECTS AND OPPORTUNITIES

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