

Snacks in Hong Kong, China

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Report description:

Overall snacks in Hong Kong is displaying a positive growth trajectory, buoyed by strategic product innovation and evolving consumer preferences. Despite the challenges posed by rising retail prices, manufacturers are leveraging new flavour profiles and smaller portion sizes to sustain demand. With chocolate confectionery recording high double-digit growth, the category continues to be a key driver for value sales as seasonal holidays sustain volume sales. The cost of raw materials, particularly...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, 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 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:

Snacks in Hong Kong, China
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List Of Contents And Tables

SNACKS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising cocoa bean costs force brands to increase prices to end consumers

Rise of bite-sized portions encourages consumer demand

Intensified competition as brands increase product diversification

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery pricing pressures may prompt consumers to reconsider priorities

Brands to include other snack ingredients to minimise costs passed to consumers

Evolving consumer attitudes towards sustainability

Summary 2 Other Chocolate Confectionery by Product Type: 2024

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

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Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024
Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029
GUM IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited development of innovative gum options stunts value sales
Lotte aims to encourage sales through dual purpose of taste and functionality
Brands implement strategies to revive consumer interest in gum

PROSPECTS AND OPPORTUNITIES

Brands may need to adapt strategies in face of weak growth over forecast period
Opportunity for functional gum may aid brands in product innovation

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024
Table 26 Sales of Gum by Category: Value 2019-2024
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024
Table 28 Sales of Gum by Category: % Value Growth 2019-2024
Table 29 Sales of Gum by Flavour: Rankings 2019-2024
Table 30 NBO Company Shares of Gum: % Value 2020-2024
Table 31 LBN Brand Shares of Gum: % Value 2021-2024
Table 32 Distribution of Gum by Format: % Value 2019-2024
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029
SUGAR CONFECTIONERY IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-conscious snacking emerges in sugar confectionery
Japanese imports lead innovation in pastilles, gummies, jellies and chews
Revamping of packaging sizes amid evolving consumer behaviour

PROSPECTS AND OPPORTUNITIES

Amid rising retail costs, brands may explore different strategies to encourage value sales
Functional confectionery gains traction as consumers desire specific value from their purchases
"Kidult" trend could gain stronger traction in sugar confectionery

Summary 3 Other Sugar Confectionery by Product Type: 2024

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

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Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth starts to slow due to greater mobility, reducing at-home snacking occasions

Portion-controlled fruit snacks remain in demand as a healthy alternative

Brands offer new products and flavours to gain consumer attention and encourage sales

PROSPECTS AND OPPORTUNITIES

Increasing demand for fruit snacks and energy bars due to health considerations

Resurgence of traditional childhood favourites to sustain demand

Potential shift in distribution due to growing popularity of warehouse clubs

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer behaviour shifts as brands offer new flavours and selections

Emergence of brands outside of ice cream as consumers search for novel experiences

Competitive landscape shaped by promotional initiatives across brands and retailers

PROSPECTS AND OPPORTUNITIES

Distinct flavour profiles to shape consumer demand

Importance of convenience stores driving impulse purchases

International imports pose competition for local ice cream brands

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CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Leveraging cross-category launches to drive consumer interest

Snack formats to encourage value sales as retailers welcome international brands

Packaging to further develop to address changing consumer demands

Summary 4 Other Savoury Snacks by Product Type: 2024

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

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