

Butter and Spreads in Hong Kong, China

Market Direction | 2024-08-06 | 17 pages | Euromonitor

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Report description:

The sustained rise in retail prices and the higher cost of living in Hong Kong have made consumers increasingly cautious with their spending habits. In response to these economic challenges, local consumers increasingly seek out alternative avenues to maximise their budgets, leading to the growing popularity of private label and northbound consumption in the neighbouring city of Shenzhen for butter and spreads.

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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Table of Contents:

Butter and Spreads in Hong Kong, China

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List Of Contents And Tables

BUTTER AND SPREADS IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Embracing private label and northbound consumption to offset high cost of living

Boom in bakery shops and cafes drives robust foodservice demand

PROSPECTS AND OPPORTUNITIES

Health and wellness trend is set to drive evolution of butter and spread consumption

Foodservice to offset retail challenges from northbound consumption

CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 2 Sales of Butter and Spreads by Category: Value 2019-2024

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 7 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 10 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 Penetration of Private Label by Category: % Value 2019-2024

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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