

Health and Wellness in Hong Kong, China

Market Direction | 2024-08-30 | 70 pages | Euromonitor

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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Rising health awareness and changing attitudes drive demand for low and no added sugar

Other hot drinks producers looking to reach more consumers as demand slows

Players focus on promoting the health benefits of tea through clear labelling and marketing

PROSPECTS AND OPPORTUNITIES

Functional hot drinks likely to spur growth over the forecast period while cold brew products could help producers reach a new audience

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HW SOFT DRINKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Better for you claims find appeal with weight-conscious consumers while Asian speciality drinks benefit from increased focus on Chinese medicine

Both of these brands are found in supermarkets and through e-commerce.

Natural is leading claim despite marginal decline in demand

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Juice squeezing more sales out of health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Functional soft drinks expected to be key beneficiary of an increasingly health-conscious society

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No sugar snacks find growing appeal due to rising obesity concerns in Hong Kong

Health and wellness trends fuelling the growth and development of savoury snacks

PROSPECTS AND OPPORTUNITIES

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

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Probiotic claims benefiting from strong focus on immune support and gut health

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

Plant-based dairy thriving as consumers become more conscious of the wider impact of their purchasing decisions

PROSPECTS AND OPPORTUNITIES

New legislation likely to benefit sales of better for you claims within dairy products and alternatives

Bright outlook for immune support milk formula as parents demand healthy options

Organic products still full of potential as consumers turn away from overly processed foods and drinks

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Breakfast cereals a key beneficiary of the increased focus on healthy eating

PROSPECTS AND OPPORTUNITIES

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