

## **HW Cooking Ingredients and Meals in Hong Kong, China**

Market Direction | 2024-08-30 | 16 pages | Euromonitor

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### **Report description:**

Even before COVID-19 consumers in Hong Kong were starting to pay more attention to the impact of their diet on their health. However, the pandemic amplified this trend with consumers seeing a more immediate impact of being overweight or unhealthy, with consumers in this situation having been more vulnerable to more severe symptoms from COVID-19. Although the pandemic was declared over by the World Health Organisation in early 2023 consumers remained focused on healthy eating, recognising the lin...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet 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 HW Cooking Ingredients and Meals 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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Euromonitor International  
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#### HW COOKING INGREDIENTS AND MEALS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

An increasing focus on the impact of diet on long-term health is informing purchasing decisions  
Natural is the leading claim within health and wellness cooking ingredients and meals in 2023  
Rising awareness of food intolerances informing market demand

##### PROSPECTS AND OPPORTUNITIES

Packaged Chinese soup expected to attract busy health-conscious consumers  
Edible oils should provide fertile ground for the growth of health and wellness products  
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##### MARKET DATA

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

##### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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