

## **HW Dairy Products and Alternatives in Hong Kong, China**

Market Direction | 2024-08-30 | 18 pages | Euromonitor

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### **Report description:**

The World Health Organisation (WHO) declared the COVID-19 health crisis to be over in early 2023. Despite this, the pandemic left a lasting impact on the purchasing behaviour of consumers in Hong Kong, many of whom remained focused on products that could provide immune support. Thus, many players within dairy products and alternatives continued to place a strong emphasis on immune support in 2023 both through new product development and various social media and advertising campaigns. Thus, the c...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA

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2023 DEVELOPMENTS

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

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

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Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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