

## **Meals and Soups in Hong Kong, China**

Market Direction | 2024-10-24 | 21 pages | Euromonitor

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### **Report description:**

Although retail demand for meals and soups in Hong Kong remains above pre-pandemic levels in 2024, the category is a weak performer, with marginal decline in retail volumes and low single-digit value growth. The overall demand for meals and soups is undynamic due to the reduction of at-home consumption as greater mobility is resulting in a further shift towards foodservice options, especially as new foodservice choices emerge in the local market. In particular, frozen pizza is set to record one...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
October 2024

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Overall stable demand, with ready meals leading category growth  
Functional soup with premium ingredients gains popularity  
Convenience and affordability continue to drive growth of e-commerce

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Innovative packaging emerges from mainland China  
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