

## **Staple Foods in Hong Kong, China**

Market Direction | 2024-10-25 | 64 pages | Euromonitor

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### **Report description:**

In 2024, retail volume sales of staple foods in Hong Kong continue to fall, while value sales are only recording marginal growth. The shift in consumer behaviour towards dining out and travelling abroad continues to negatively impact demand. Additionally, the rising cost of living means that many local consumers are more concerned about their everyday expenses, encouraging them to seek products that offer better value for money.

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Staple Foods 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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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Staple Foods in Hong Kong, China  
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List Of Contents And Tables

**STAPLE FOODS IN HONG KONG, CHINA**

**EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for staple foods?

**MARKET DATA**

Table 1 Sales of Staple Foods by Category: Volume 2019-2024  
Table 2 Sales of Staple Foods by Category: Value 2019-2024  
Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024  
Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024  
Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024  
Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024  
Table 7 Penetration of Private Label by Category: % Value 2019-2024  
Table 8 Distribution of Staple Foods by Format: % Value 2019-2024  
Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029  
Table 10 □Forecast Sales of Staple Foods by Category: Value 2024-2029  
Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029  
Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

**DISCLAIMER**

**SOURCES**

Summary 1 Research Sources

**BAKED GOODS IN HONG KONG, CHINA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Traditional baked goods players impacted by "travelling north" trend  
Demand for premium-quality baked goods remains strong, driven by tourists  
Health-conscious consumption drives demand for more diverse baked goods options

**PROSPECTS AND OPPORTUNITIES**

Expansion of premium baked goods over the forecast period  
Continuous product innovation to offer authentic flavours  
Independent bakeries with customised offers to continue attracting consumers

**CATEGORY DATA**

Table 13 Sales of Baked Goods by Category: Volume 2019-2024  
Table 14 Sales of Baked Goods by Category: Value 2019-2024  
Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024

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Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 17 Sales of Pastries by Type: % Value 2019-2024

Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024

Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 20 Distribution of Baked Goods by Format: % Value 2019-2024

Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 22 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

#### BREAKFAST CEREALS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Overall retail volume growth remains flat as local consumption shifts outbound

New entries focus on innovative breakfast cereals for indulgence

Expanding options of private label breakfast cereals

##### PROSPECTS AND OPPORTUNITIES

Continual focus on health and nutrition to drive product development

Greater localisation efforts to incorporate traditional Chinese ingredients

Rise of sustainable grocery concept in Hong Kong

##### CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

#### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Foodservice channel remains leading growth driver of category

Competition from Shenzhen brings threats to retail volumes in Hong Kong

Meat and seafood substitutes continues to grow but at a slower rate

##### PROSPECTS AND OPPORTUNITIES

Continuous decline for shelf stable options due to health-conscious trend

Continuous development of meat and seafood substitutes with focus on local dining habits

Tofu and derivatives offers alternative option to meat and seafood substitutes

##### CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

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Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024  
Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024  
Table 45 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024  
Table 46 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024  
Table 47 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024  
Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029  
Table 49 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

#### PROCESSED FRUIT AND VEGETABLES IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Stabilising retail volumes driven by reduced at-home consumption  
Rising health awareness weakens demand for shelf stable fruit and vegetables  
Del Monte retains convincing leadership due to strength in shelf stable format

##### PROSPECTS AND OPPORTUNITIES

Foodservice will continue to drive overall demand  
Premium segment of frozen processed fruit and vegetables offers stronger growth potential  
Further potential for private label due to affordable pricing

##### CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024  
Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024  
Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024  
Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024  
Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024  
Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024  
Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024  
Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024  
Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029  
Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029  
Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029  
Table 61 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

#### RICE, PASTA AND NOODLES IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Continual shift back to foodservice and reduction in domestic consumption impacts retail volumes of rice, pasta and noodles  
Increasing flavour innovation in instant noodles to cater for local preferences  
Growing interest in healthy plain noodles

##### PROSPECTS AND OPPORTUNITIES

Health awareness set to drive premiumisation trend in rice  
Rising consumer concerns over food safety  
Sustainable development in instant noodles packaging

##### CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024  
Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024  
Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024  
Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

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Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024  
Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024  
Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024  
Table 69 NBO Company Shares of Rice: % Value 2020-2024  
Table 70 LBN Brand Shares of Rice: % Value 2021-2024  
Table 71 □NBO Company Shares of Pasta: % Value 2020-2024  
Table 72 □LBN Brand Shares of Pasta: % Value 2021-2024  
Table 73 □NBO Company Shares of Noodles: % Value 2020-2024  
Table 74 □LBN Brand Shares of Noodles: % Value 2021-2024  
Table 75 □Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024  
Table 76 □Distribution of Rice by Format: % Value 2019-2024  
Table 77 □Distribution of Pasta by Format: % Value 2019-2024  
Table 78 □Distribution of Noodles by Format: % Value 2019-2024  
Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029  
Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029  
Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029  
Table 82 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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