



Euromonitor
International

Health and Wellness in Hong Kong, China

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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

DISCLAIMER

HW Hot Drinks in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

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
Natural and organic claims likely to feature prominently in the growth and development of coffee in Hong Kong
Energy boosting likely to remain an important claim in other hot drinks

MARKET DATA

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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
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
Vitasoy and Coca-Cola set to fuel strong growth in no sugar RTD tea through new product development and marketing
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KEY DATA FINDINGS

2023 DEVELOPMENTS

Snack bars find growing appeal among busy, health conscious consumers

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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2023 DEVELOPMENTS

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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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KEY DATA FINDINGS

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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

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Organic claims lose appeal as consumers tighten the purse strings while rice sales see mixed fortunes

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

PROSPECTS AND OPPORTUNITIES

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