



# Baby Food in Hong Kong, China

September 2025

Table of Contents

## Baby Food in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Slowed growth seen for baby food in 2025

Friesland Foods leads with Friso brand, while Hipp shapes progress in organic options

Specialist stores under pressure as e-commerce rises

#### PROSPECTS AND OPPORTUNITIES

Steady growth forecast for baby food with increased investment in innovation

Rising nutritional awareness among consumers to prompt greater focus on functional offerings

Hong Kong to remain a regional key testing ground for milk formula brands

#### CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2020-2025

Table 2 - Sales of Baby Food by Category: Value 2020-2025

Table 3 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 6 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 7 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 8 - Distribution of Baby Food by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

## Dairy Products and Alternatives in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 17 - Penetration of Private Label by Category: % Value 2020-2025

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-in-hong-kong-china/report](http://www.euromonitor.com/baby-food-in-hong-kong-china/report).