



Processed Fruit and Vegetables in Hong Kong, China

March 2026

Processed Fruit and Vegetables in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and value purchasing supports sales for processed fruit and vegetables in 2025

INDUSTRY PERFORMANCE

The home cooking shift sustains growth in processed fruit and vegetables in Hong Kong

Shelf-stable formats drive strong growth during value-driven purchasing

WHAT'S NEXT?

Stable outlook expected for processed fruit and vegetables as private label gains momentum

Health positioning and premiumisation opportunities are set to support sales of frozen formats

Convenience stores are set to create new on-the-go opportunities for processed fruit and vegetables

COMPETITIVE LANDSCAPE

Del Monte maintains its leadership through strong shelf-stable presence and active consumer engagement

Private label accelerates growth in processed fruit and vegetables during 2025

CHANNELS

Supermarkets retain its leadership despite marginal share decline

Retail e-commerce accelerates as consumers prioritise convenience and value

CATEGORY DATA

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[Staple Foods in Hong Kong, China - Industry Overview](#)

EXECUTIVE SUMMARY

Modest growth under price pressures and health-driven innovation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth for staple food is constrained by cost pressures and cross-border shopping

Health and wellness drive innovation during ongoing price sensitivity

Health-focused innovation spans ingredient quality and clean labelling

WHAT'S NEXT?

Value growth is set to be constrained by price sensitivity and cautious consumer behaviour

Health and wellness is expected to drive value and differentiation in staple foods

Packaging innovation and convenience channels are set to drive incremental value

COMPETITIVE LANDSCAPE

The Garden Co Ltd maintains its lead through innovation and expertise

Private label strengthens its presence through quality and innovation

CHANNELS

Supermarkets consolidates its leadership despite cross-border pressures

Supermarkets and convenience stores gain momentum through value and accessibility

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