



Sweet Spreads in Hong Kong, China

October 2024

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Sweet Spreads in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low retail growth as consumers spend greater time outside of the home
Growing popularity of honey among health-conscious consumers
Local breakfast culture triggers rising foodservice demand for sweet spreads

PROSPECTS AND OPPORTUNITIES

Growing health and wellness trend to drive up sales of nut and seed based spreads
Future product innovation with focus on natural, no artificial preservatives, and no added sugar
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