



Staple Foods in Hong Kong, China

March 2026

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Staple Foods in Hong Kong, China

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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Baked goods adapts to consumer shifts and economic pressures in 2025

INDUSTRY PERFORMANCE

Cost pressures and cross-border spending influences demand and sales of baked goods

Price-led growth supports frozen baked goods while pastries retains its lead

WHAT'S NEXT?

Gradual stabilisation is expected despite cautious consumer sentiment
Health and wellness is set to drive reformulation and innovation in baked goods
Asian-inspired flavour innovation is set to support renewed interest in baked goods

COMPETITIVE LANDSCAPE

The Garden Co Ltd. strengthens its lead through health-led and flavour innovation
Private label players gain momentum during cost-conscious consumer behaviour

CHANNELS

Food and drink specialists maintains its leading position in baked goods distribution
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[Breakfast Cereals in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for breakfast cereal is fuelled by health, convenience, and home consumption

INDUSTRY PERFORMANCE

Stable growth in breakfast cereals is driven by health-conscious and cost-effective choices
RTE cereals lead growth as health and indulgence drive changing breakfast habits

WHAT'S NEXT?

Breakfast cereals are set to benefit from home consumption shift and evolving consumer preferences
Health and wellness is expected to increasingly shapes breakfast cereal choices
Smaller pack formats are set to drive on-the-go breakfast and snacking occasions in Hong Kong

COMPETITIVE LANDSCAPE

PepsiCo and Quaker maintain the leadership through trust, health credentials, and local relevance
Nissin Food Co Ltd drives growth through flavour innovation in health-oriented cereals

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Processed Fruit and Vegetables in Hong Kong, China

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

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and cross-border trade shape category results in 2025

INDUSTRY PERFORMANCE

Cross-border shopping dampens growth of processed meat, seafood and alternatives in Hong Kong
Tofu and derivatives benefit from changing consumption habits and evolving consumer priorities

WHAT'S NEXT?

Cross-border competition is expected to remain a challenge for processed meat, seafood and alternatives
Health and wellness will increasingly influence processed protein consumption in Hong Kong
A rising focus on protein is set to drive demand across the forecast period

COMPETITIVE LANDSCAPE

Hong Kong Ham Holdings maintains its leadership through strong brand equity
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CHANNELS

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[Rice, Pasta and Noodles in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and value sensitivity drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

The rise of home cooking supports growth for rice, pasta and noodles in 2025
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WHAT'S NEXT?

Steady growth for rice, pasta and noodles is set to be supported by price sensitivity and home cooking
Rising health awareness will reshape consumer expectations for rice, pasta and noodles
Thailand's New Rice Economy initiative is set to support premiumisation of rice in Hong Kong

COMPETITIVE LANDSCAPE

Nissin Foods Co Ltd sustains its leadership through localisation and cultural collaboration
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