



Euromonitor  
International

# Meals and Soups in Hong Kong, China

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Table of Contents

## Meals and Soups in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth is fuelled by affordability, convenience, and health trends

#### INDUSTRY PERFORMANCE

Value sales of meals and soups benefit from reduced foodservice spending in 2025

Frozen ready meals drives growth through affordability and convenience

#### WHAT'S NEXT?

Ready meals and soups is expected to sustain growth during the structural shift towards home consumption

Health and wellness is set to shape reformulation in ready meals and soups

Innovation will be key to supporting further growth in ready meals and soups

#### COMPETITIVE LANDSCAPE

Leading players compete through convenience and premium positioning

General Mills gains momentum through frozen heritage brand strength

#### CHANNELS

Supermarkets remains the primary channel for meals and soups in Hong Kong in 2025

Convenience stores drive growth through ongoing demand for chilled ready meals

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Home cooking and private label drives growth in cooking ingredients and meals

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Home cooking sustains value growth in cooking ingredients and meals in 2025

Health and wellness drive product innovation and premiumisation

Private label sophistication and flavour innovation supports growth in 2025

#### WHAT'S NEXT?

Premiumisation and targeted innovation is expected to support sales over the forecast period

Health and convenience are set to drive innovation in future product development

Competition and channel dynamics shape the future of cooking ingredients and meals

## COMPETITIVE LANDSCAPE

Hop Hing Oils & Fats Ltd and Lee Kum Kee (HK) Foods Ltd offer well-established brands with rich heritage

Private label emerges as a key growth driver during ongoing price sensitivity

## CHANNELS

Supermarkets retains its lead due to extensive store coverage and frequent price promotions

Convenience stores and retail e-commerce will influence future growth in cooking ingredients and meals

## MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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