



HW Cooking Ingredients and Meals in China

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing adoption of healthier eating habits lifts overall demand

INDUSTRY PERFORMANCE

Penetration of health and wellness products rises across cooking ingredients and meals
Vegetarian remains the top health and wellness claim in 2024
Organic varieties continue to gain popularity

WHAT'S NEXT

Government policies bode well for products with fat- and sugar-related claims
Vegetarian cooking ingredients and meals retains solid growth prospects
Interest in organic options will continue to increase

CATEGORY DATA

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Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity
Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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