



# HW Snacks in Hong Kong, China

January 2026

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Economic pressures limit the growth of health and wellness snacks in 2024

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Consumer priorities shift away from sugar reduction

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[Health and Wellness in Hong Kong, China - Industry Overview](#)

### EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

### INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows

Clean label trend fuelling demand for natural and organic claims

### WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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