



HW Dairy Products and Alternatives in Hong Kong, China

January 2026

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness market thriving as consumers invest in healthier options

INDUSTRY PERFORMANCE

Consumers making healthier choices when it comes to dairy products and alternatives

Increasing health awareness driving demand for mineral rich products

Consumers turn to low fat products as part of a healthier lifestyle

WHAT'S NEXT

Bright outlook for health and wellness sales

Sales set to benefit from a better understanding of the role of minerals in healthy ageing

Low fat claims set to expand into other dairy categories as demand grows

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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