



# Health and Wellness in Hong Kong, China

August 2024

Table of Contents

## Health and Wellness in Hong Kong, China

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising health awareness and changing attitudes drive demand for low and no added sugar  
Other hot drinks producers looking to reach more consumers as demand slows  
Players focus on promoting the health benefits of tea through clear labelling and marketing

#### PROSPECTS AND OPPORTUNITIES

Functional hot drinks likely to spur growth over the forecast period while cold brew products could help producers reach a new audience  
Natural and organic claims likely to feature prominently in the growth and development of coffee in Hong Kong  
Energy boosting likely to remain an important claim in other hot drinks

### MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023  
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028  
Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Soft Drinks in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Better for you claims find appeal with weight-conscious consumers while Asian speciality drinks benefit from increased focus on Chinese medicine  
Both of these brands are found in supermarkets and through e-commerce.  
Natural is leading claim despite marginal decline in demand  
Juice squeezing more sales out of health-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Functional soft drinks expected to be key beneficiary of an increasingly health-conscious society  
Vitasoy and Coca-Cola set to fuel strong growth in no sugar RTD tea through new product development and marketing  
Lactose free and vegan claims likely to see further growth over forecast period

### MARKET DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023  
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Snacks in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Snack bars find growing appeal among busy, health conscious consumers

No sugar snacks find growing appeal due to rising obesity concerns in Hong Kong

Health and wellness trends fuelling the growth and development of savoury snacks

#### PROSPECTS AND OPPORTUNITIES

Local consumers seek more sophisticated flavours from chocolate confectionery whilst remaining mindful of sugar intake

Gluten free and lactose free snacks offer further growth potential due to rising awareness of food intolerances and general health trends

Vision health snacks should benefit from rising concerns over growing incidence of myopia

### MARKET DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## HW Dairy Products and Alternatives in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Probiotic claims benefiting from strong focus on immune support and gut health

Good source of minerals is leading claim as consumers look to higher functionality from dairy products and alternatives

Plant-based dairy thriving as consumers become more conscious of the wider impact of their purchasing decisions

#### PROSPECTS AND OPPORTUNITIES

New legislation likely to benefit sales of better for you claims within dairy products and alternatives

Bright outlook for immune support milk formula as parents demand healthy options

Organic products still full of potential as consumers turn away from overly processed foods and drinks

### MARKET DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

**Table 33** - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

**Table 34** - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

**Table 35** - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

**Table 36** - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

## HW Cooking Ingredients and Meals in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An increasing focus on the impact of diet on long-term health is informing purchasing decisions

Natural is the leading claim within health and wellness cooking ingredients and meals in 2023

Rising awareness of food intolerances informing market demand

### PROSPECTS AND OPPORTUNITIES

Packaged Chinese soup expected to attract busy health-conscious consumers

Edible oils should provide fertile ground for the growth of health and wellness products

Meat free to benefit from rising flexitarian population

### MARKET DATA

**Table 37** - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

**Table 38** - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

**Table 39** - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 40** - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 41** - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 42** - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 43** - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 44** - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

**Table 45** - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## HW Staple Foods in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High protein and plant-based staple foods supported by heightened health awareness

Organic claims lose appeal as consumers tighten the purse strings while rice sales see mixed fortunes

Breakfast cereals a key beneficiary of the increased focus on healthy eating

### PROSPECTS AND OPPORTUNITIES

Consumers expected to make healthier choices as health concerns continue to grow

Gluten free claims set gain greater prominence as awareness of food intolerances grows

More consumers expected to embrace meat free diets for health and ethical reasons

### MARKET DATA

**Table 46** - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

**Table 47** - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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