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# Processed Fruit and Vegetables in Hong Kong, China

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stabilising retail volumes driven by reduced at-home consumption
- Rising health awareness weakens demand for shelf stable fruit and vegetables
- Del Monte retains convincing leadership due to strength in shelf stable format

PROSPECTS AND OPPORTUNITIES

- Foodservice will continue to drive overall demand
- Premium segment of frozen processed fruit and vegetables offers stronger growth potential
- Further potential for private label due to affordable pricing

CATEGORY DATA

- Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029
- Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Staple Foods in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 - Sales of Staple Foods by Category: Value 2019-2024
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

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