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Sweet Spreads in Hong Kong, China

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low retail growth as consumers spend greater time outside of the home
- Growing popularity of honey among health-conscious consumers
- Local breakfast culture triggers rising foodservice demand for sweet spreads

PROSPECTS AND OPPORTUNITIES

- Growing health and wellness trend to drive up sales of nut and seed based spreads
- Future product innovation with focus on natural, no artificial preservatives, and no added sugar
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Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

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