



HW Snacks in Hong Kong, China

August 2024

Table of Contents

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

Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

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

DISCLAIMER

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