



Euromonitor
International

HW Snacks in Hong Kong, China

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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

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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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