



# HW Dairy Products and Alternatives in Hong Kong, China

August 2024

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### 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

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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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