

# Meals and Soups in Hong Kong, China

January 2024

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## Meals and Soups in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overall demand for meals and soups declines due to fewer at-home consumption occasions  
Some demand shifts to foodservice, partially offsetting the decline in retail demand  
Campbell's launches Gold Label condensed soup in response to demand for premium products

#### PROSPECTS AND OPPORTUNITIES

Brands will focus on brand value to set their strategy in preparation for unfavourable market conditions  
Convenience and affordability likely to fuel the growth of e-commerce  
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