



# HW Staple Foods in Hong Kong, China

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High protein and plant-based staple foods supported by heightened health awareness  
Organic claims lose appeal as consumers tighten the purse strings while rice sales see mixed fortunes  
Breakfast cereals a key beneficiary of the increased focus on healthy eating

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to make healthier choices as health concerns continue to grow  
Gluten free claims set gain greater prominence as awareness of food intolerances grows  
More consumers expected to embrace meat free diets for health and ethical reasons

#### MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods 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

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