

Processed Fruit and Vegetables in Hong Kong, China

March 2024

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Processed Fruit and Vegetables in Hong Kong, China - Category analysis

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2023 DEVELOPMENTS

Less time to cook at home and easy access to fresh products drags down retail volume sales of processed fruit and vegetables

Rebound in foodservice sales and economic downturn favour the total volume growth of shelf-stable fruit and vegetables

Imported Japanese products and proactive marketing campaign help Del Monte retain its leading position

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Foodservice sales will continue to drive growth, while easy-to-cook products will gain popularity

The rise of the premium segment indicates an increasing willingness to spend on quality products

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