

Rice, Pasta and Noodles in Hong Kong, China

March 2024

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Rice, Pasta and Noodles in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Noodles shows resilience in the shift in consumers from retail to foodservice
Combination of cost, health, and time concerns results in declining retail sales of rice
Korean brands see growth in share, thanks to the expansion of a Korean chained grocery retailer

PROSPECTS AND OPPORTUNITIES

Preference for eating out and threat from warehouse clubs suggest a sluggish retail outlook
The demand for quick and tasty meal options will continue to drive growth for instant noodles
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