



HW Dairy Products and Alternatives in Hong Kong, China

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Immune support becomes go-to health benefit since pandemic

Good source of minerals is leading claim as consumers look to higher functionality from dairy products and alternatives

Plant-based a key claim in 2022 due to rising flexitarian population

PROSPECTS AND OPPORTUNITIES

Emphasis on health benefits continues post-pandemic as consumers become familiar with health and wellness claims

Immune support offers further growth potential, due to greater interest in its overall impact on metabolism

Digestive health expected to benefit from awareness of role that healthy gut plays in overall wellbeing

CATEGORY DATA

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Overview

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