



Euromonitor
International

Snacks in Hong Kong, China

August 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Affordability Pressures Define Snacks as Private Label Reshapes Consumer Behaviour

Spice Transitions From Niche to Mainstream as Culturally Grounded Heat Drives Differentiation

Chart 2 - Nissin Koikeya: Mastering "Mala" and Cultural Fusion to Lead Hong Kong's Spicy Snack Revolution.

Savoury Snacks Hold the Lead as as Functional Gum Emerges as the Best Performing

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Innovation Will Define Snacks as Northbound Travel Constrains Volume Expansion

Chart 5 - Analyst Insight for Snacks

Flavour Influences and Complex Taste Combinations to Drive Differentiation as Snacks Evolves

Functional Performance and Gut Health Credentials Will Redefine Health-Conscious Snacking

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ferrero and Nestlé Leverage Brand Strength as Discounters and Private Label Intensify Competition

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets and Convenience Stores Reshape Everyday Snacking Choices

Discounters and Experiential Brands Redefine Value and Gifting

Retail E-Commerce Captures Impulse and Health-Driven Snack Missions

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Muji Bridges Value and Design to Reset Expectations

Nissin Koikeya Drives Flavour Complexity and Social Discovery

Chart 11 - Muji: Minimalist Japanese Treats Delivers Style, Novelty and Value in Hong Kong

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Premiumisation and Gifting Culture Sustain Value Growth as Volume Remains Subdued

Chart 19 - Conspiracy Chocolate Launches 2026 Year of the Horse “13 Orphans” Mahjong-Shaped Chocolates

Locally Inspired Flavours and Culturally Fused Concepts Drive Other Chocolate Confectionery

Mindful Indulgence and Small Luxury Positioning Sustain Premium Chocolate's Relevance

Chart 20 - Value Sales 2021-2031

Chart 21 - Volume Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Cocoa Prices and Premiumisation Projected to Sustain Value Growth

Chart 23 - Analyst Insight for Chocolate Confectionery

Foodservice Innovation and Local Collaborations Set to Boost Premium Demand

Sustainability and Clean Label Expected to Drive Brand Trust and Pricing Power

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ferrero Strengthens Leadership as Premium Players Raise Expectations

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets and Convenience Stores Anchor Value and Impulse Sales

Pop-Up Stores and Foodservice Collaborations Fuel Experiential Growth

Retail E-Commerce Leverages Speed but Faces Limits From Offline Loyalty

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Läderach Introduces Ritual-Led Gifting and Self-Treat Formats

Conspiracy Chocolate Reimagines Gifting with Mahjong-Shaped Launches

Chart 29 - Läderach Opens Its First Hong Kong Store in October 2025 Ik11 Musea

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Gum in Hong Kong, China](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Neurogum Drives Innovation as Functional Formats Challenge Established Players

Neurogum Redefines Usage by Targeting Cognitive Wellness and On-The-Go Needs

Chart 36 - NeuroGum: A Pioneer in Functional Gum

Chart 37 - Value Sales 2021-2031

Chart 38 - Volume Sales 2021-2031

Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Chewing Gum Will Remain Flat as Functional Positioning Offers Limited Upside

Korean and Japanese Brand Will Expand Functional Lines but Growth Remains Muted

Chart 40 - Forecast Value Sales 2021-2031

Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Wrigley Sustains Near-Total Dominance as Innovation Stalls

Chart 42 - Company Shares 2026

Chart 43 - Brand Shares 2026

CHANNELS

Convenience Stores Drive Impulse Sales with Immediate Accessibility and Visibility

Health-Focused E-Stores Offer Niche Appeal but Lack Disruptive Potential

Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Gum

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Gum

Chart 49 - Population 2020-2030

Chart 50 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sugar Confectionery in Hong Kong, China](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Cross-Border Price Arbitrage and Affordability Pressures Constrain Growth

Chart 52 - HotMaxx: Entering of Mainland China's Retail Disruptor in Hong Kong

Chewy Candies Drive Value Growth as Gummies and Jellies Gain Traction

Chart 53 - Value Sales 2021-2031

Chart 54 - Volume Sales 2021-2031

Chart 55 - Value Sales by Category 2026

WHAT'S NEXT?

Supermarkets Looks Set to Expand Own-Label Lines to Defend Value Share

Chart 56 - Analyst Insight for Sugar Confectionery

Chewy Candies to Maintain Volume Lead as Functional Sweets Accelerate

Functional Wellness and Permissible Indulgence Will Redefine Product Development

Chart 57 - Forecast Value Sales 2021-2031

Chart 58 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Hong Kong Ltd Retains Lead as Discounter Competition Rises

Chart 59 - Company Shares 2026

Chart 60 - Brand Shares 2026

CHANNELS

Convenience Stores Drive Impulse Purchases as Supermarkets Maintain Lead

Discounters and Health and Beauty Specialists Reshape Distribution with Niche Offerings

High Shipping Costs Limit Retail E-Commerce Growth for Low-Value Items

Chart 61 - Retail Channels 2021-2026

PRODUCTS

Hotmaxx Disrupts Local Pricing and Redefines Impulse Purchases

ECONOMIC CONTEXT

Chart 62 - Economic Context for Sugar Confectionery

Chart 63 - Real Gdp Growth 2021-2031

Chart 64 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 65 - Consumer Context for Sugar Confectionery

Chart 66 - Population 2021-2031

Chart 67 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Ice Cream in Hong Kong, China](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 68 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Premiumisation and Recovering Consumer Confidence Drive Growth Despite Subdued Volumes

Frozen Yoghurt's Growth Highlights Shifting Consumer Priorities as Take-Home Ice Cream Stagnates

Private Label Expansion and Asian-Inspired Flavour Innovation Reshape Hong Kong's Ice Cream

Chart 69 - Value Sales 2021-2031

Chart 70 - Volume Sales 2021-2031

Chart 71 - Value Sales by Category 2026

WHAT'S NEXT?

Brands Set to Harness Flavour Innovation and Wellness Claims to Drive Loyalty

Chart 72 - Analyst Insight for Ice Cream

Take-Home Ice Cream Will Remain Resilient as Frozen Yoghurt Outpaces Rivals

Rising Food Expenditure and Visitor Flows Set to Bolster Experiential Demand

Chart 73 - Forecast Value Sales 2021-2031

Chart 74 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and General Mills Lead as Portfolio Breadth Sustains Competitive Advantage

Retailer and Foodservice Innovation Intensify as Flavour Partnerships Attract Consumers

Chart 75 - Company Shares 2026

Chart 76 - Brand Shares 2026

CHANNELS

Convenience Stores Accelerate Impulse Sales through Network Expansion

Retail E-Commerce Faces Frozen Delivery Limits as Offline Leads

Experiential Dessert Concepts Attract Younger, Social Media-Driven Buyers

Chart 77 - Retail Channels 2021-2026

PRODUCTS

Muji Redefines Everyday Indulgence with Minimalist Local Flavours

Cityu Launches Campus-Exclusive Private Label Frozen Yogurt Ice Cream

Chart 78 - Cityu Launches Campus-Exclusive Private Label Frozen Yogurt Ice Cream

ECONOMIC CONTEXT

Chart 79 - Economic Context for Ice Cream

Chart 80 - Real Gdp Growth 2021-2031

Chart 81 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 82 - Consumer Context for Ice Cream

Chart 83 - Population 2021-2031

Chart 84 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Savoury Snacks in Hong Kong, China](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 85 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Ingredient Inflation and Shrinking Pack Sizes Drive Value-Over-Volume Growth

Seafood Umami Profiles and Hyper-Local Flavours Drive Emotional Resonance

Salty Snacks Lead as Private Label Expansion and Smaller Formats Redefine Affordability

Chart 86 - Value Sales 2021-2031

Chart 87 - Volume Sales 2021-2031

Chart 88 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Offerings Set to Redefine Value as Consumers Seek Affordable Indulgence

Chart 89 - Analyst Insight for Savoury Snacks

Salty Snacks to Maintain Lead as Meat and Seafood Snacks Experience Dynamic Growth

Sustainability Credentials Will Become a Key as Younger Consumers Shift to Greener Practices

Chart 90 - Forecast Value Sales 2021-2031

Chart 91 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Kraft and Calbee Secure Shelf Dominance as Private Label Rises

Premium Snacking and Value Innovation Accelerate Competitive Shifts

Chart 92 - Company Shares 2026

Chart 93 - Brand Shares 2026

CHANNELS

Supermarkets Lead as Private Label and Affordable Luxury Drive Consumer Loyalty

Convenience Stores Drive Impulse Purchases and High-Frequency Snacking

Hktvmall and Foodpanda Expand Impulse-Driven Online Snacking

Chart 94 - Retail Channels 2021-2026

PRODUCTS

Four Seas Transforms Snack Shopping with Immersive Retail Experiences

Meadows Captures Value-Seeking Shoppers with Affordable Luxury Chips

Chart 95 - Seas of Flavour: Redefining Hong Kong'S Snack Culture through Large-Scale Experiential Retail.

ECONOMIC CONTEXT

Chart 96 - Economic Context for Savoury Snacks

Chart 97 - Real Gdp Growth 2021-2031

Chart 98 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 99 - Consumer Context for Savoury Snacks

Chart 100 - Population 2021-2031

Chart 101 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

[Sweet Biscuits, Snack Bars and Fruit Snacks Summary](#)

KEY INDUSTRY TRENDS

Chart 102 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Tourism Recovery and Ingredient Inflation Drive Value-Led Growth

Tourist Demand and Social Media Amplification Cement Sweet Biscuits' Lead

Chart 103 - Cookies Quartet: Fast Retail Expansion Benefit From Strong Tourist Demands

Clean-Label Claims and Health-Conscious Reformulation Become Growth Drivers

Chart 104 - Value Sales 2021-2031

Chart 105 - Volume Sales 2021-2031

Chart 106 - Value Sales by Category 2026

WHAT'S NEXT?

Tourism Resilience and Commodity-Driven Pricing Will Sustain Moderate Value Growth

Tea-Based and Tcm-Inspired Flavours to Capture Adventurous Young Consumers

Chart 107 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Low-Sugar and Functional Launches to Meet Rising Health and Wellness Demands

Chart 108 - Forecast Value Sales 2021-2031

Chart 109 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Garden Leverages Health Focus to Reinforce Brand Trust and Dominance

Chart 110 - Company Shares 2026

Chart 111 - Brand Shares 2026

CHANNELS

Supermarkets and Convenience Retailers Anchor Offline Dominance

Kee Wah Transforms Tourist Visits with Experiential Retail Concepts

Social Platforms Amplify Premium Snack Discovery but Drive Offline Sales

Chart 112 - Retail Channels 2021-2026

PRODUCTS

Cookies Quartet Amplifies Tourist Gifting with Experiential Stores

Garden Transforms Classic Biscuits with Health-Focused Recipes

Chart 113 - Local Food Brand Garden Modernises Products with Healthier Low-Sugar Recipes

ECONOMIC CONTEXT

Chart 114 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 115 - Real Gdp Growth 2021-2031

Chart 116 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 117 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 118 - Population 2021-2031

Chart 119 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-hong-kong-china/report.