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Staple Foods in Hong Kong, China

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Table of Contents

Staple Foods in Hong Kong, China

EXECUTIVE SUMMARY

Modest growth under price pressures and health-driven innovation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth for staple food is constrained by cost pressures and cross-border shopping

Health and wellness drive innovation during ongoing price sensitivity

Health-focused innovation spans ingredient quality and clean labelling

WHAT'S NEXT?

Value growth is set to be constrained by price sensitivity and cautious consumer behaviour

Health and wellness is expected to drive value and differentiation in staple foods

Packaging innovation and convenience channels are set to drive incremental value

COMPETITIVE LANDSCAPE

The Garden Co Ltd maintains its lead through innovation and expertise

Private label strengthens its presence through quality and innovation

CHANNELS

Supermarkets consolidates its leadership despite cross-border pressures

Supermarkets and convenience stores gain momentum through value and accessibility

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in Hong Kong, China

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods adapts to consumer shifts and economic pressures in 2025

INDUSTRY PERFORMANCE

Cost pressures and cross-border spending influences demand and sales of baked goods

Price-led growth supports frozen baked goods while pastries retains its lead

WHAT'S NEXT?

Gradual stabilisation is expected despite cautious consumer sentiment
Health and wellness is set to drive reformulation and innovation in baked goods
Asian-inspired flavour innovation is set to support renewed interest in baked goods

COMPETITIVE LANDSCAPE

The Garden Co Ltd. strengthens its lead through health-led and flavour innovation
Private label players gain momentum during cost-conscious consumer behaviour

CHANNELS

Food and drink specialists maintains its leading position in baked goods distribution
Rising cost pressures and on-the-go demand fuel growth for convenience store

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025
Table 14 - Sales of Baked Goods by Category: Value 2020-2025
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 17 - Sales of Pastries by Type: % Value 2020-2025
Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for breakfast cereal is fuelled by health, convenience, and home consumption

INDUSTRY PERFORMANCE

Stable growth in breakfast cereals is driven by health-conscious and cost-effective choices
RTE cereals lead growth as health and indulgence drive changing breakfast habits

WHAT'S NEXT?

Breakfast cereals are set to benefit from home consumption shift and evolving consumer preferences
Health and wellness is expected to increasingly shapes breakfast cereal choices
Smaller pack formats are set to drive on-the-go breakfast and snacking occasions in Hong Kong

COMPETITIVE LANDSCAPE

PepsiCo and Quaker maintain the leadership through trust, health credentials, and local relevance
Nissin Food Co Ltd drives growth through flavour innovation in health-oriented cereals

CHANNELS

Supermarkets strengthens its role as the primary channel for breakfast cereals in Hong Kong
Retail e-commerce drives dynamic growth despite small market share in Hong Kong

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Processed Fruit and Vegetables in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and value purchasing supports sales for processed fruit and vegetables in 2025

INDUSTRY PERFORMANCE

The home cooking shift sustains growth in processed fruit and vegetables in Hong Kong

Shelf-stable formats drive strong growth during value-driven purchasing

WHAT'S NEXT?

Stable outlook expected for processed fruit and vegetables as private label gains momentum

Health positioning and premiumisation opportunities are set to support sales of frozen formats

Convenience stores are set to create new on-the-go opportunities for processed fruit and vegetables

COMPETITIVE LANDSCAPE

Del Monte maintains its leadership through strong shelf-stable presence and active consumer engagement

Private label accelerates growth in processed fruit and vegetables during 2025

CHANNELS

Supermarkets retain its leadership despite marginal share decline

Retail e-commerce accelerates as consumers prioritise convenience and value

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Meat, Seafood and Alternatives To Meat in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and cross-border trade shape category results in 2025

INDUSTRY PERFORMANCE

Cross-border shopping dampens growth of processed meat, seafood and alternatives in Hong Kong

Tofu and derivatives benefit from changing consumption habits and evolving consumer priorities

WHAT'S NEXT?

Cross-border competition is expected to remain a challenge for processed meat, seafood and alternatives

Health and wellness will increasingly influence processed protein consumption in Hong Kong

A rising focus on protein is set to drive demand across the forecast period

COMPETITIVE LANDSCAPE

Hong Kong Ham Holdings maintains its leadership through strong brand equity

Private label drives growth during rising price sensitivity in Hong Kong

CHANNELS

Convenience, quality and access to private label ranges support sales through supermarkets

Growth for small local grocers that offer freshness, value and a strong selection

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in Hong Kong, China](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and value sensitivity drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

The rise of home cooking supports growth for rice, pasta and noodles in 2025

Instant noodles drive growth through offering affordability and convenience

WHAT'S NEXT?

Steady growth for rice, pasta and noodles is set to be supported by price sensitivity and home cooking

Rising health awareness will reshape consumer expectations for rice, pasta and noodles

Thailand's New Rice Economy initiative is set to support premiumisation of rice in Hong Kong

COMPETITIVE LANDSCAPE

Nissin Foods Co Ltd sustains its leadership through localisation and cultural collaboration
Private label gains momentum during value-driven consumption

CHANNELS

Supermarkets retain its dominance through accessibility and promotional strength
Retail e-commerce accelerates growth through digital integration and hybrid fulfilment

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 69 - NBO Company Shares of Rice: % Value 2021-2025
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 76 - Distribution of Rice by Format: % Value 2020-2025
Table 77 - Distribution of Pasta by Format: % Value 2020-2025
Table 78 - Distribution of Noodles by Format: % Value 2020-2025
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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