



Processed Meat, Seafood and Alternatives To Meat in Hong Kong, China

March 2026

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

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Hong Kong, China - Industry Overview

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

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