



Euromonitor
International

Meals and Soups in Hong Kong, China

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Meals and Soups in Hong Kong, China - Category analysis

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2025 DEVELOPMENTS

Growth is fuelled by affordability, convenience, and health trends

INDUSTRY PERFORMANCE

Value sales of meals and soups benefit from reduced foodservice spending in 2025

Frozen ready meals drives growth through affordability and convenience

WHAT'S NEXT?

Ready meals and soups is expected to sustain growth during the structural shift towards home consumption

Health and wellness is set to shape reformulation in ready meals and soups

Innovation will be key to supporting further growth in ready meals and soups

COMPETITIVE LANDSCAPE

Leading players compete through convenience and premium positioning

General Mills gains momentum through frozen heritage brand strength

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Supermarkets remains the primary channel for meals and soups in Hong Kong in 2025

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COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Home cooking and private label drives growth in cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking sustains value growth in cooking ingredients and meals in 2025

Health and wellness drive product innovation and premiumisation

Private label sophistication and flavour innovation supports growth in 2025

WHAT'S NEXT?

Premiumisation and targeted innovation is expected to support sales over the forecast period

Health and convenience are set to drive innovation in future product development

Competition and channel dynamics shape the future of cooking ingredients and meals

COMPETITIVE LANDSCAPE

Hop Hing Oils & Fats Ltd and Lee Kum Kee (HK) Foods Ltd offer well-established brands with rich heritage

Private label emerges as a key growth driver during ongoing price sensitivity

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Supermarkets retains its lead due to extensive store coverage and frequent price promotions

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