

Food Formulation Trends in Hong Kong 2021! 2021 年飲食新格局

Although the pandemic has resulted in a deep recession with staggering unemployment levels, consumers did not exhibit the usual price sensitivity toward food purchases that typically happens during an economic downturn. Instead, consumers are buying more premium food, wine and specialty coffee to re-create their favorite experiences at home!

儘管疫情重創經濟，導致失業率上升，但消費者購買食品的意欲卻沒有隨之下降，反而購買更多精緻及貴價食品及飲料如葡萄酒和精選咖啡等，希望在家中自創新的飲食體驗！

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4 Top Trends in Hong Kong 4 大香港餐飲趨勢



Healthy alternatives 健康飲食興起

- 50% of Hong Kongers plan to opt for oat and nut-based dairy alternatives
一半的香港受訪者計劃食用更多燕麥和堅果類乳製品
- 48% would like more plant-based meat alternatives
48% 的受訪者希望有更多植物肉的選擇
- 30% have purchased more non-alcoholic drinks
三成受訪者購買了更多非酒精飲料

Embracing food crazes 飲食圈「新貴」

- Homemade pasta, Dalgona coffee, and sourdough bread viral "trends" were huge for Hong Kongers
手工意大利面、達格納咖啡和酸麵包風靡全港
- 48% of Hong Kongers want to see fermented foods like kimchi trending into 2021
48% 的受訪者希望發酵食品如泡菜更受歡迎
- 25% want to see more foods infused with CBD
25% 的受訪者希望香港引入更多CBD食物



Travelling with our taste buds 探索異國美食

- 45% of Hong Kongers explored new Japanese restaurants last year
45% 的受訪者曾於去年搜索新開張的日本餐廳
- 36% sought out new Korean cuisine
36% 的受訪者曾找尋新的韓國美食
- 22% opted to try new plates from Thai restaurants
22% 的受訪者有興趣嘗試新的泰國餐廳

Earlier breakfast, later lunches and dinners 進食時間更變

- 27% of Hong Kongers say they're eating breakfast earlier now than they used to (36% before 8am)
27% 的受訪者早餐時間提前 (36% 於早上8點之前吃早餐)
- 27% are eating lunch later, 25% are eating dinner later
27% 的受訪者午餐時間推遲，而25% 則晚餐時間延後



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兩年一度的 **HOFEX** ——亞洲頂尖國際食品餐飲及酒店設備展將於9月7-9日於香港會議展覽中心載譽歸來。展覽涵蓋多個餐飲及款待業範疇，帶來無與倫比的採購及貿易體驗。

Exhibitor Highlights 焦點展商



Ho Fung Food Limited



New Ascent Corporation Limited



Ocean Harvest Frozen Food Limited



Oriental Partners Limited



The Green Olive Limited



Wilson International Frozen Foods (HK) Limited



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