

## Baked Goods and Chocolates to Satisfy Your Sweet Tooth!

### 探索烘焙食品及巧克力市場商機！

Fuelled by an adventurous spirit and the overwhelming social media content, Hong Kong consumers are diving headfirst into the world of baking and confectionery, with a huge appetite for innovation and creativity. Now is the time for you to tap into this burgeoning market by showcasing your ingenious creations to buyers from local cafes, bakeries, coffee shops, supermarkets, retail stores and more!

香港消費者素來追求新鮮口味，再加上近年來社交媒體美食話題關注度極高，使烘焙食品及甜點需求高居不下，創新口味和精緻造型成致勝關鍵。想打入潛力巨大的香港烘焙食品及巧克力市場？立即參展，向來自咖啡廳、麵包店、超市、食品零售店的買家展示創意甜點及材料，開拓無限商機！

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## Baked goods and chocolate trends in 2024

### 2024年烘焙食品及巧克力市場趨勢



#### Embrace international flavours 引入外國元素

Hong Kong is the ninth largest importer of baked goods in the world. It is expected that Central and South East Asia influences, such as sour cherries, rose, pandan, pistachio, chilli and more, will infuse exciting twist to the baked goods market.

香港是全球第九大烘焙食品進口國。預計本年度酸櫻桃、玫瑰、斑蘭、開心果、辣椒等中亞及東南亞口味將風靡烘焙食品市場。

[Source](#) 資料來源

#### Chocolates' effects on mood 巧克力食用價值

More and more people associate chocolate as mood-boosting snack. 68% of consumers around the world believe botanicals add to the healthiness of chocolate, followed by nuts and fruits.



愈來愈多人將巧克力視為調節情緒的健康零食。全球 68% 的消費者認為植物性成分能夠增強巧克力的健康功效，堅果和水果口味緊隨其後。

[Source](#) 資料來源



#### Health-conscious options 聚焦健康選擇

One-third of Chinese chocolate consumers prefer "low sugar" or "sugar-free" labels. When it comes to baked goods, flaxseed, vegan, keto, gluten-free and oil-free options are gaining in popularity.

三分之一的內地及香港消費者更偏向購買「低糖」或「無糖」的巧克力，而亞麻籽、純素食、生酮、無麩質和無油的烘焙產品亦愈來愈受歡迎。

## Introducing the Café Sector in Hall 5E

### 新增咖啡室展區於5E展廳

Gear up for the exciting debut of the **Café Sector** at RBHK 2024 in HKCEC Hall 5E, where your brand will come under the spotlight and captivate thousands of influential decision makers from prominent hotels, restaurants, cafés, and supermarkets. Through strategic cross-promotion with participating cafés, we will curate an enticing Hong Kong café-hopping journey, promising an unparalleled brand exposure to industry leaders and the wider public alike. Please [click here](#) to know more!

香港餐飲展2024**咖啡室專展區**將於香港會議展覽中心5E展廳閃亮登場，讓您與數以千計來自著名酒店、餐廳、咖啡室和超市的決策者交流切磋，提升品牌知名度。展覽更將與合作咖啡室相互推廣，呈獻一場撼動味蕾的香港咖啡室巡禮，讓您直接接觸到商界領袖和消費者，增加曝光度。請點擊[這裡](#)查看更多！

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Eligible Hong Kong exhibitors may apply for the **"SME Export Marketing Fund"** to save up to 50% exhibiting costs!

合資格的參展商可申請「**中小企業市場推廣基金**」，節省高達50%的參展費用！

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