

Greenspiration Unleashed with Vegetable Showcase 匯聚蔬菜展商 聚焦綠色飲食

According to the New York Times, 2024 is the Year of the Vegetable where consumers eagerly seek meatless meals and plant-based options, prompting an increase in vegetable-forward restaurants. With this exciting grow in demand, now is the perfect moment to highlight the nutritional value and vibrancy of your produce. Join RBHK 2024 to offer more Greenspiration to Hong Kong's F&B industry!

《紐約時報》將2024年評為「蔬菜之年」，指出消費者熱衷於無肉餐點和植物性飲食，促使以蔬菜為主題的餐廳數量大增。蔬菜需求持續增長，正是供應商展示產品多樣性和營養價值的最佳時機！立即參與香港餐飲展2024，為香港餐飲業帶來更多綠色煮食靈感！

Exhibit Now
立即參展

Surge in Demand for Vegetables in Hong Kong 香港蔬菜需求增長



Changes in eating habits after COVID-19 疫情後飲食習慣轉變

Hong Kong has witnessed a noteworthy surge in the consumption of fruits and vegetables during COVID-19, with a steady increase in consumption frequency after the pandemic.

疫情期間，香港的水果和蔬菜消費量顯著激增，而疫情結束後蔬果進食頻率亦持續上升。

[Source 資料來源](#)



Plant-Based Cravings 植物性飲食受追捧

According to a survey conducted by EATcofriendly, 86% of individuals express a desire for more plant-based options in public spaces, while 70% of respondents feel that Hong Kong restaurants do not offer enough meat-free options.

根據 EATcoFriendly 的調查顯示，86% 的受訪者希望公眾餐飲場所提供更多植物性選擇，而70% 的受訪者則認為香港餐廳沒有充足的無肉選擇。

[Source 資料來源](#)



Incorporation in various meal categories 蔬菜用途更廣

Restaurants and cafes are starting to incorporate more vegetables into their offerings especially in breakfast and desserts, such as the use of avocado, beetroot and cherry tomatoes for breakfasts and sweet potatoes, carrots and cauliflower for desserts.

愈來愈多餐廳和咖啡廳於早餐和甜點中加入蔬菜，例如早餐中加入牛油果、甜菜根和櫻桃番茄，或在甜點中使用蕃薯、胡蘿蔔和花椰菜等。

Captialise on the emerging vegetable trends! 抓緊消費趨勢，開拓蔬菜市場商機！

Exhibit Now
立即參展



SME Export Marketing Fund 中小企業市場推廣基金

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！

Organiser:

Informa Markets

Discover more:



17/F, China Resources Building,
26 Harbour Road, Wanchai, Hong Kong
+852 3709 4981
exhibit@rbhk-ga.com

www.RBHK-GA.com

Follow us:
f i in RBHKA