

Upcoming Trends in the F&B industry of 2024 (Part 1)

餐飲業2024年最新去向 (上)

As 2024 approaches, the F&B industry is predicting next year's trends and sparing budget to expand their business. Restaurant, Bar & Café Hong Kong (RBHK) has always been committed to the cutting-edge exhibition facilitating the development of the industry. We forecast in coming years, there will be more technologies, healthy products, and quality drinks showing up in the market. Are you ready for the new wave of change?

隨著新一年的來臨，餐飲業界已經開始預測明年市場趨勢，亦著手籌備明年預算以拓闊更廣商機。香港餐飲展一向走在業界前沿，推動餐飲業的發展，我們看見2024年市場焦點將著眼更多科技、健康並高品質飲料等產品。你是否已經準備好迎接新一年的浪潮了嗎？

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What's New? 市場最新動向



Healthy Eating Habits 健康飲食習慣轉變

The pandemic has definitely affected our way of life, and people nowadays prefer diets that is a lot more healthier, environmentally friendlier, and with low-carb content. Various market reports predict that in coming years, consumers get more familiar with and accept plant-based alternatives such as plant-based meat, seafood, eggs, and cheese. These products will thrive and become more important in our eating habits. Additionally, the promotion of healthy

eating culture has led many food companies to introduce low-sugar, low-sodium, or flavour-free products to align with various dietary preferences.

受疫情影響以及現代資訊流通，人們時下飲食講求健康、環保、低糖。不少市場報告都預測於未來數年，消費者會傾向或偏向接受植物肉、海鮮、蛋、芝士等植物性替代品，這類食品將大行其道，取代部分現有市場。另外，健康飲食文化推使不少食物公司新增低糖、低鹽或者無調味產品，以配合各種健康飲食法。

Coffee, Tea & Fermented Drinks Growth 咖啡、茶及發酵飲品需求上升

Coffee and tea have always had their significant roles in the market, and consumers' demand for quality coffee and tea products have been rising year after year. Consumers nowadays are paying more attention to the origins, production processes and many other factors before buying. As consumers are getting more sophisticated, it also drives brands to enhance the quality and variety of their products to increase their competitiveness. Another noteworthy trend is the increasing demand for fermented beverages, like teas, fruit juices, and plant-based drinks. They provide similar tastes and flavours to alcoholic beverages but without the alcohol content, thereby meeting consumers' health requirements.



咖啡和茶一向佔領市場重要地置，但消費者對他們的品質要求不斷上升，現今更多人在購買時，會考慮品種、產地、多樣性及生產過程等因素，推使品牌提升品質，或推出更多產品，以增加其競爭性。另一值得令人正視的趨勢是，發酵茶飲、果汁和植物基等飲品需求上升，因為他們提供了類似酒精的口感和風味，但不含酒精，滿足了消費者對健康要求。

As a comprehensive catering industry exhibition, RBHK is always at the forefront of the industry and keeps pace with the times. There are multiple exclusive exhibition areas within the exhibition, covering products and services from the entire catering industry.

香港餐飲展作為全面的餐飲業展會，時刻走在業界前沿、與時並進。展內設立多個專屬展區，囊括整個飲食業界產品及服務。



Wine, Spirits & Beer
葡萄酒、烈酒及啤酒



Food & Drinks
食品 and 飲料



Natural Food & Beverage
有機食品及飲料



Equipment, Design Supplies And Technology
餐飲服務及設備



Meat & Seafood
肉類及海鮮



Natural Beauty & Spa
天然美容及個人護理



Bakery & Confectionery
烘焙及甜點



Natural Health & Wellness
天然健康養生



Coffee & Tea
咖啡及茶



Natural Living
天然生活

Contact us now for an Early-Bird Rate!
立即參展 享早鳥優惠



Many exhibitors have already re-booked their space for next year during our show! Early-Bird Rate will last till 31 DEC 2023, book now to beat the crowd!

眾多參展商已於展會期間預訂來年展位。早鳥優惠將於2023年12月31日截止，請立即行動！

Contact us now for an Early-Bird Rate!
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