



How will Hong Kong's Dining Scene evolve in 2024?

一探2024香港餐飲格局轉變

Get ready to dive into the heart of the culinary world at RBHK, where you will experience the pulse of Hong Kong's F&B industry and interact with 8,000+ high profile buyers. By exhibiting with RBHK, you're placing yourself right at the heart of the market, where you can gain invaluable knowledge about your audience's preferences, behaviours, and demands. Scroll down now to have a glimpse of the latest developments in Hong Kong's dining landscape!

參與香港餐飲展2024，打入本地餐飲界內部，親身感受香港市場脈搏，並與 8,000 多名優質買家交流互動，獲取目標顧客偏好、消費行為和產品需求等一手資訊。想一探香港餐飲業現況，更精準了解目標群體，改善營商策略？繼續閱讀，了解2024年本地餐飲市場有何重大變革！

Learn More
了解更多

Exhibit Now
立即參展



More Gen Z and Mainland diners Z世代和內地食客人數上升

According Hong Kong Tourism Board, 21.3 million mainland tourists visited the city as of October 2023, whereas more local Gen Z are willing to spend money on food and beverage. Restaurants are therefore looking to tailor their offerings from menu, service to marketing tactics.

據香港旅遊發展局資料顯示，截至 2023 年 10 月，有2,130 萬內地遊客到訪香港。與此同時，更多本地Z世代願意在用餐上花費。餐廳需根據顧客特色，改進菜單、服務以至行銷策略。

Flexible and casual dining 彈性及休閒用餐

There's a growing openness towards à la carte and casual dining options. Many upscale restaurants are now readjusting prices to cater to shorter mealtimes and enhance table turnover rate.



消費者不再拘泥於傳統用餐模式，對單點和休閒餐飲的接受度大幅提高。許多高檔餐廳正重新調整價格，配合更短的用餐時間並提升接客速度。



Health and Sustainability Trend 健康及可持續飲食趨勢

Younger diners are increasingly embracing vegetarian lifestyles and moderating their alcohol consumption. Restaurants respond to this shift by sourcing more organic and GMO-free products, offering vegetarian menus and non-acholic drinks such as floral teas to cater to the wellness and sustainability trend.

年輕食客愈來愈追捧健康素食，同時更節制飲酒頻率。為回應健康飲食及可持續趨勢，餐廳傾向採購更多有機和非基因改造食品，並提供素食餐單和花茶等非酒精飲料。

Join us to learn the exciting developments in the F&B world!
立即參展，發掘更多餐飲新知！

Learn More
了解更多

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 @ in RBHKGGA