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2023年熱門餐飲浪潮盡在HOFEX



The food and beverage industry has seen a lot of change in the last few years. However, amidst the reconstruction atmosphere of the post-COVID economy, consumers still tend to look for satisfaction and comfort from culinary delights. As the leading regional trade fair of the industry, HOFEX is a comprehensive platform encompassing abounding products, allowing you to connect with your targeted manufacturers or buyers in a trouble-free approach. At the onset of this new year, let's have a glimpse of some F&B products that will take up the table by storm!

餐飲行業在過去幾年經歷了不少變化，然而在後疫情時代的經濟復甦氛圍下，消費者仍傾向於美食尋求滿足感。作為行業領先的亞洲區內餐飲展覽，HOFEX涵蓋豐富產品種類，載譽口碑吸引眾多參展商及與會人士，餐飲產品製造商及供應商可與買家輕鬆建立聯繫，一同將最合適的產品帶給客戶。一起看看哪些餐飲產品即將席捲新一年的餐桌，把握這股浪潮，創造無限商機！

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2023's Hottest F&B Products

2023年三大熱門飲食產品

Coffee咖啡



Ever since the pandemic, work from home arrangements become a new norm, consumers are willing to acquire coffee machines, bean grinders and other equipment for better-quality coffee; the demand of relevant products such as capsules and drip bags increases as well. In addition, the prevalence of specialty coffee also

illustrated the great potential of coffee market.

自疫情以來，在家工作安排盛行，不少人會入手較好的咖啡機、磨豆機等器材，同時亦帶動了咖啡膠囊、掛耳包咖啡等產品的市場需求；加上精品咖啡文化普及，消費者越來越捨得花費在優質咖啡產品，可見咖啡市場仍具極大發展潛力。

Bakery Products烘焙產品

The hustle and bustle of metropolitan life give rise to the increased demand for light meals. Bakery products captured consumers' taste buds by its easy-to-carry and diverse flavours. The whole pastry mania will also drive the development of a series of equipment and raw ingredients, including but not limited to bakery equipment and edible decorations.



受急速城市生活節奏影響，輕餐飲需求擴大，攜帶方便且口味多元化的烘焙產品攻佔消費者味蕾。烘焙產業亦將帶動一連串器材及食品原材料市場發展，例如烘焙設備、可食用裝飾等。

Plant-based products植物性食品

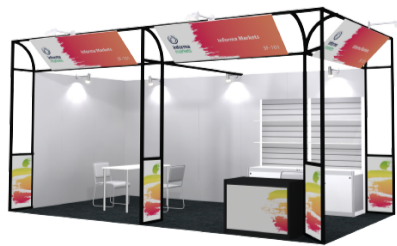


Pandemic forces consumers to reconsider their food choice with healthier substitutes; besides, concerns about animal welfare also cultivated the culture of plant-based diet. Products such as alternative protein and plant milk are becoming the supernovas of the F&B market.

疫情來襲使消費者重新考慮他們的食物選擇，希望尋找健康的替代品；加上消費者越來越注重動物福利，植物性食品如替代蛋白產品及植物奶等等市場增長情況非常可觀，成為餐飲市場炙手可熱的超新星。

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