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1-3 SEP 2026

Hong Kong Convention
and Exhibition Centre
香港會議展覽中心



銀髮市場崛起：香港餐飲業迎來無限商機

Rising Silver Economy: Unlocking Unlimited Potential in Hong Kong's Food & Beverage Industry

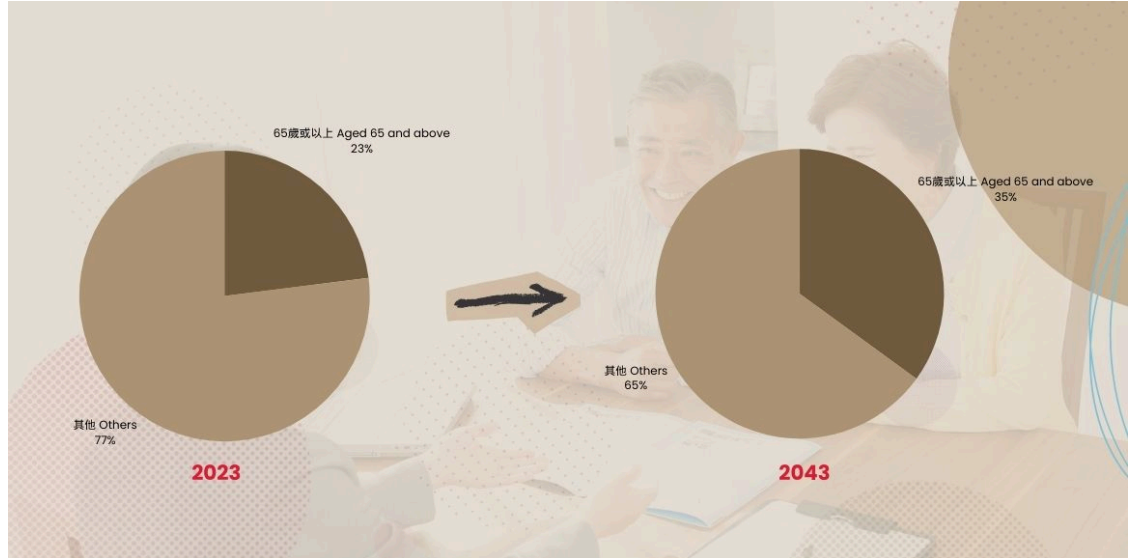
銀髮經濟正成為香港充滿活力的增長動力，為飲食界開拓振奮人心的新領域。政府全力推動發展，設立**促進銀髮經濟工作組**，飲食被視為核心元素之一。新政策將**鼓勵業界推出更多吸引長者的用餐體驗及專屬優惠**。

The **Silver Economy** is emerging as a vibrant growth engine in Hong Kong, unlocking exciting new avenues particularly for F&B industry. The Government is wholeheartedly supporting this momentum by establishing the **Working Group on Promoting Silver Economy**, with dining playing one of the central roles. Upcoming policies are set to **inspire the industry to create more engaging dining experiences and exclusive offers tailored to seniors' preferences**.



政府統計處預測，**65歲及以上人口**將由2023年的**164萬人**增長至2043年的**267萬人**，佔總人口比例由約**23%**上升至約**35%**，為創新飲食方案帶來龐大市場潛力。

According to projections from the Census and Statistics Department, Hong Kong's **population aged 65 and over** is projected to expand from **1.64 million** in 2023 to **2.67 million** by 2043, rising from approximately **23%** to around **35%** of the total population. This dynamic shift opens up enormous market opportunities for innovative F&B solutions.



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長者友善飲食的關鍵趨勢包括：

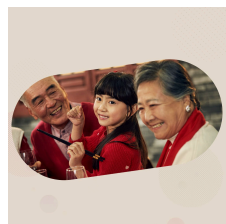
Key trends shaping senior-friendly cuisine include:



易嚼易嚥的軟質選擇：提供舒適用餐體驗，讓每餐都輕鬆愉悅。
Soft and easy-to-swallow options: Perfectly suited for comfortable dining, ensuring every meal is enjoyable and stress-free.

營養豐富的小份量菜式：以精巧份量提供均衡多樣營養，迎合較輕胃口，同時帶來健康價值。

Nutrient-rich, compact portions: Offering balanced nutrition in smaller, varied servings to delight lighter appetites with maximum health benefits.



色香味俱全的精美擺盤：保留飲食樂趣，適合家庭同桌共餐，創造珍貴回憶。

Vibrant, flavourful presentations: Capturing the essence of culinary joy, ideal for family gatherings that create cherished moments together.

銀髮經濟勢頭強勁，為經濟注入新活力。長者餐飲領域前景廣闊，不僅帶來商業成就，更透過創新提升長者生活質素、拓寬選擇、促進代際和諧，並表達對長者充滿活力、積極參與社會貢獻的由衷肯定。

As the Silver Economy gains strength, it fuels fresh economic vitality with immense promise in senior-oriented catering. Beyond business success, it harnesses innovation to enrich seniors' lives, broaden their choices, encourage intergenerational connections, and highlight older adults as energetic, active members of society – a profound celebration of their contributions.

參展RBHK 2026 – 這是飲食界創新者的首選平台，讓您展示前沿的長者友善產品，與具影響力的買家建立聯繫，並將品牌定位為這個蓬勃市場的領導者。

Exhibit at RBHK 2026, the leading platform for F&B innovators, to showcase your cutting-edge senior-friendly creations, connect with influential buyers, and position your brand as a leader in this thriving market.

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