



市場洞察：重新定義肉類與海鮮貿易的三大增長引擎

Market Intelligence: Three Growth Engines Redefining Meat & Seafood Trade

香港餐飲業對卓越食材的渴求已轉化為實質的經濟增長。2026年5月的最新數據顯示，**香港食肆採購總額暫估已升至91億港元，按年增長達3.6%**。肉類及海鮮貿易亦受市場增長帶動，步入關鍵轉折點。

The appetite for excellence in Hong Kong's culinary sector has translated into tangible economic growth. According to the latest data released in May 2026, **the total value of purchases by Hong Kong restaurants is provisionally estimated to have risen to HK\$9.1 billion, representing a robust 3.6% year-on-year increase**. Driven by this market momentum, the seafood and meat trade has reached a critical tipping point.

資料來源 Source: [Census and Statistics Department](#)

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RBHK買家網絡：業界巨頭在此開啟採購模式

RBHK Buyer Network: Where Industry Giants Activate Their Procurement

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RBHK 2026 精準捕捉了正影響買家決策的**三大行業轉向**。對供應商而言，這不僅是單純的展示，更是將產品精準嵌入市場定位，開拓銷路的戰略時機。

RBHK 2026 has precisely captured **three industry shifts** currently dictating buyer decisions. For suppliers, this is more than a mere showcase; it is a strategic opportunity to embed your products into premium market positions and expand your sales reach.



趨勢一：高端餐飲興起

Trend 1: Premium Dining Surge

香港高端餐飲界再攀新高。香港77間米其林星級餐廳及「亞洲50最佳餐廳」持續尋求頂級食材，市場對擁有獨特工藝故事、稀有部位的肉類及深海瑰寶的需求迫在眉睫。

Hong Kong's high-end culinary scene is reaching new heights. With 77 Michelin-starred establishments and a strong presence in the Asia's 50 Best Restaurants rankings, the demand for elite-tier proteins is skyrocketing. There is an urgent need for rare cuts and deep-sea treasures that offer a narrative of craftsmanship and exclusivity.

在RBHK 直接接觸： 米其林餐廳及豪華酒店集團的行政總廚與採購主管，鎖定高端供應鏈席位。

Direct Access at RBHK: Engage with Executive Chefs and Procurement Heads from Michelin-starred venues and luxury hotel groups to secure your place in elite supply chains.



趨勢二：供應鏈透明度

Trend 2: Absolute Traceability

供應鏈透明度由加分項逐漸發展為必須具備的准入條件。大型企業買家面臨愈發嚴格的ESG標準與食品安全認證要求，使得「產地認證」成為採購流程中不可逾越的門檻。

Traceability has evolved from a "bonus" into a mandatory entry requirement. Large-scale corporate buyers face increasingly stringent ESG standards and food safety certification demands, making "certified origin" a non-negotiable threshold in the procurement process.

在RBHK 直接接觸： 看重供應鏈透明度、可持續認證及嚴格食品合規性的大型餐飲集團與機構買家。

Direct Access at RBHK: Connect with major F&B groups and institutional buyers who prioritise supply chain transparency, sustainable certifications, and rigorous food safety compliance.



趨勢三：蛋白質保健功能

Trend 3: Health-Boosting Proteins

健康經濟已延伸至蛋白質領域。健身、產後護理及高齡照護市場對營養密度高的食材需求激增。買家正積極尋找既能提供健康效益，又不失口味的功能性解決方案。

The wellness economy has expanded into the protein sector. Demand for nutrient-dense ingredients is surging across the fitness, post-natal, and senior care markets. Buyers are actively hunting for functional solutions that deliver proven health benefits without compromising on taste.

在RBHK 直接接觸： 高消費市場，包括康養中心、專業護理機構及尋求功能性營養食材的健康零售連鎖店。

Direct Access at RBHK: Capture high-spending markets, including wellness retreats, specialised care facilities, and health-conscious retail chains seeking functional, nutrient-rich ingredient solutions.

把握全年最重要的採購窗口，切勿在強勁的市場需求中缺席！

Seize the year's most significant procurement window—do not be absent from this surge in market demand!

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Organiser:

Informa Markets

Follow us:



17/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong

+852 3709 4981

exhibit@rbhk-ga.com

