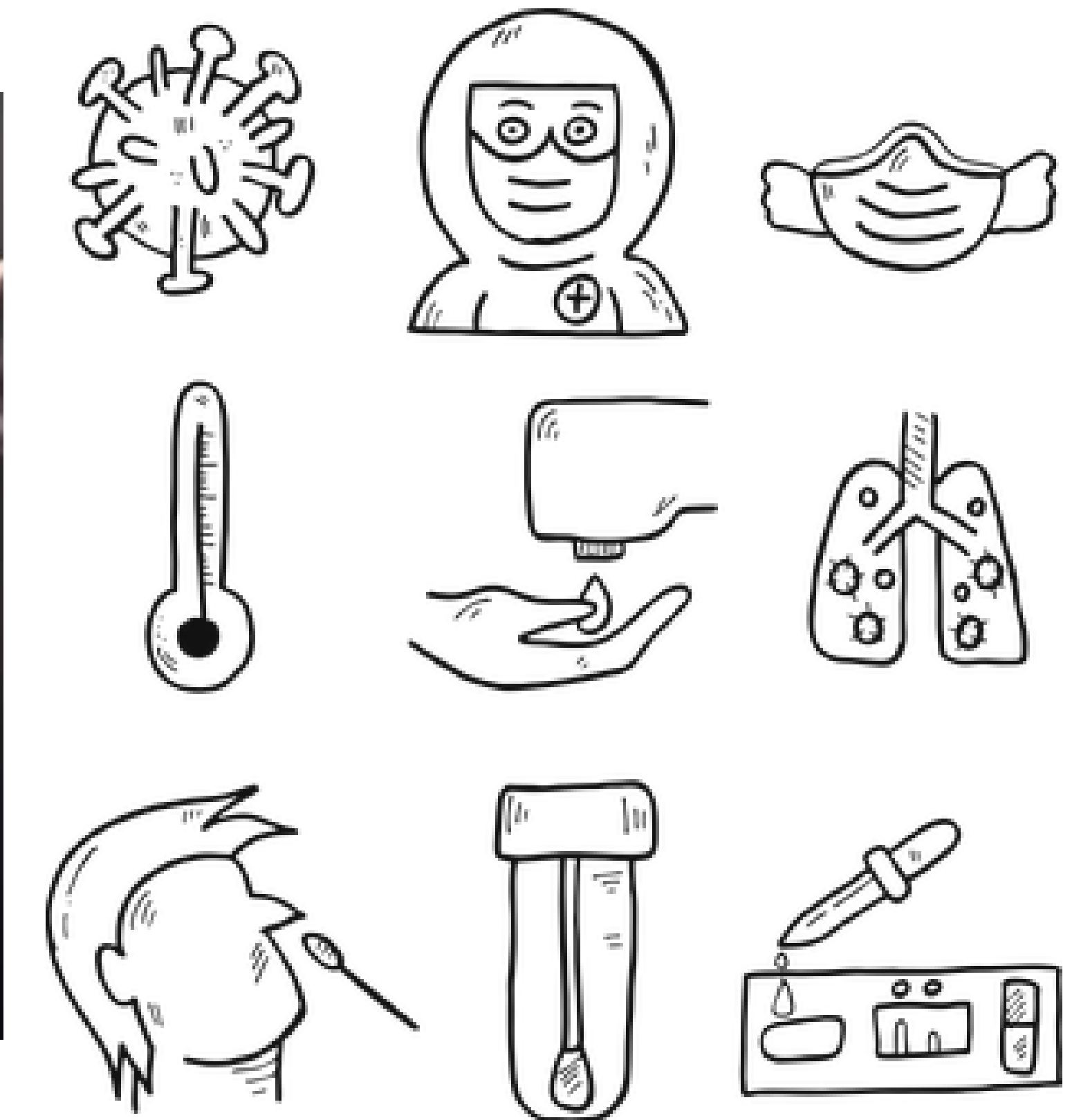


# The COVID-19 Pandemic's Impact on Hong Kong People's Eating Behaviours and How It Will Affect the Future of Food Market

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## Background

- Over 2 years since the outbreak of COVID-19 pandemic
  - > social distancing measures
  - > + positive cases & variants of virus
- >>> Change of lifestyle & habits (new normal)



## Methodology

- Online survey
  - > Quantitative
- 4-part questionnaire
  - > Eating & food purchasing behaviours
  - > Lifestyle
  - > Personal health
  - > Future
- Sample size
  - > 71 valid responses
- Study area
  - > Hong Kong



## Findings

- Despite HK's food culture, people prefer
  - > more vegetables & fruits
  - > less meat
  - > low-carb
- Flexible eating behaviours
  - > somewhat restricting, but not extremely
- Decreased activity level
- + Increased stress & anxiety levels
- + More home-cooked meals (less eating out)
- + Possibly more unhealthy snacking
- + Possibly more pre-made food items
- + Possibly more food delivery = can maintain weight, but more likely to gain weight
- Worsen lifestyle
  - > low satisfaction
  - > willing to change for a better, healthier lifestyle

## Research Objectives

Find out the relationship between changed habits and the future ecology of Hong Kong's food market



HONG KONG

## Conclusion

- Demand / Industry goals
  - > More affordable / Price stability
  - > Food diversity (more choices)
  - > Good quality food
  - > More healthy choices



There will be a shift in the older food system / culture