

Alcoholic Drinks in Hong Kong, China

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Abstracts

The alcoholic drinks industry in Hong Kong saw a rapid rebound in total volume sales in 2021, and this trend continued in 2022. As foodservice outlets were less affected by social distancing measures, and with the easing of restrictions on the opening hours of bars and restaurants, a marked improvement was seen in on-trade volume sales. Combined with the continuation of retail trends seen since the pandemic, such as rising off-trade sales via e-commerce, and via offline channels such as food/dri...

Euromonitor International's Alcoholic Drinks in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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