

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.

Contents

ALCOHOLIC DRINKS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery in the on-trade combined with a strong off-trade performance leads to improvement in total volume sales

Local drinkers continue to pursue premium local flavours

Low alcohol and non alcoholic beer firmly in the spotlight

PROSPECTS AND OPPORTUNITIES

Beer set to go from strength to strength as the city reopens

Leading players will maintain their positions

Non alcoholic beer set to boom as consumers enjoy an increasing selection

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2016-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 Sales of Beer by Craft vs Standard 2017-2022

Table 28 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Local consumption continues to rebound as the pandemic situation improves

Sake maintains its growth momentum

PROSPECTS AND OPPORTUNITIES

Alternative/premium wines to take their spot in the limelight

Expansion expected for sustainable wine

Wine subscription services to remain a trend and bolster growth

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume
2017-2022

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 57 NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 58 LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 59 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 60 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 61 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 62 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Total volume consumption of spirits exceeds the pre-COVID-19 level

Booming RTDs and cocktail culture drives sales of spirits

Non alcoholic spirits becoming more popular as health trend persists

PROSPECTS AND OPPORTUNITIES

Locally produced spirits will continue to do well

Removal of pandemic restrictions to bolster sales of spirits

Sustainability rapidly becoming a major trend

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2017-2022

Table 64 Sales of Spirits by Category: Total Value 2017-2022

Table 65 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 66 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 72 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 73 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 74 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 75 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 76 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 77 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 78 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 79 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 80 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 81 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 82 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 83 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry shows modest growth

Flavour variety increases as more brands are imported

Cider/perry benefits from the shift towards lower alcohol and moderation

PROSPECTS AND OPPORTUNITIES

Cider/perry likely to face competition from non alcoholic drinks

Craft cider has breakthrough potential, as trends strongly resemble those in craft beer

CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2017-2022

Table 85 Sales of Cider/Perry: Total Value 2017-2022

Table 86 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 87 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 93 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 94 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 95 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 96 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 97 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 98 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Removal of pandemic restrictions drives growth in RTDs

Unique and seasonal flavours of RTDs are most popular with local drinkers

Premiumisation contributes to value growth for RTDs

PROSPECTS AND OPPORTUNITIES

RTDs expected to maintain growth as the market opens up

Products produced by local bars and other premium RTDs to drive forecast growth

RTDs set to see significant innovation in the future

CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2017-2022
Table 100 Sales of RTDs by Category: Total Value 2017-2022
Table 101 Sales of RTDs by Category: % Total Volume Growth 2017-2022
Table 102 Sales of RTDs by Category: % Total Value Growth 2017-2022
Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
Table 107 GBO Company Shares of RTDs: % Total Volume 2018-2022
Table 108 NBO Company Shares of RTDs: % Total Volume 2018-2022
Table 109 LBN Brand Shares of RTDs: % Total Volume 2019-2022
Table 110 Forecast Sales of RTDs by Category: Total Volume 2022-2027
Table 111 Forecast Sales of RTDs by Category: Total Value 2022-2027
Table 112 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
Table 113 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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