

Drinking Milk Products in Hong Kong, China

<https://marketpublishers.com/r/D6E8986B700EN.html>

Date: September 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: D6E8986B700EN

Abstracts

The retail volume demand for drinking milk products in Hong Kong has gradually stabilised, subsequent to an unprecedented surge witnessed during the height of the pandemic, followed by a strong decline. Over the course of the pandemic, retail sales of drinking milk products experienced an extraordinary spike, primarily due to stockpiling behaviours and the increased prevalence of at-home eating, as consumers endured multiple rounds of lockdowns and home seclusion spanning a period of two years.

Euromonitor International's Drinking Milk Products in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

Get a detailed picture of the Drinking Milk Products 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

Drinking Milk Products in Hong Kong, China
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

DRINKING MILK PRODUCTS IN HONG KONG, CHINA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Resurgence of sales in foodservice drives the consumption of drinking milk products
Major milk players in Hong Kong employ varied strategies to revitalise retail demand
Coffee culture drives demand for drinking milk products in foodservice

PROSPECTS AND OPPORTUNITIES

Stagnant retail performance over the forecast period due to continuous decline in the birth rate and emigration trend

Forecast growth in foodservice demand to be driven by the shift in trends amongst tourists

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Drinking Milk Products in Hong Kong, China

Product link: <https://marketpublishers.com/r/D6E8986B700EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D6E8986B700EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970