

Soft Drinks in Hong Kong, China

<https://marketpublishers.com/r/S12BCC17A89EN.html>

Date: April 2024

Pages: 95

Price: US\$ 2,100.00 (Single User License)

ID: S12BCC17A89EN

Abstracts

In 2023, total volume sales of soft drinks in Hong Kong returned to growth, driven by the return of foot traffic and tourists following the lifting of COVID-19 restrictions in late 2022. This resurgence in foot traffic resulted in increased sales through various distribution channels, including branded stores, convenience stores, vending, and forecourt retailers. Consumers, eager to embrace active lifestyles once again, indulged in impulse purchases while spending greater time outside of their h...

Euromonitor International's Soft 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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

Soft Drinks in Hong Kong, China
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

SOFT DRINKS IN HONG KONG, CHINA
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume
2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume
Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth
2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume
2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

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

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Hong Kong, China

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates leverage on-trade momentum as pandemic restrictions ease

Reduced sugar carbonates continue to surge as consumers prioritise wellness

Demand for carbonates in plastic bottles surges from on-the-go consumers

PROSPECTS AND OPPORTUNITIES

Channel shift towards on-trade and convenience store sales as consumers demand convenience

Success of reduced sugar carbonates due to health and wellness trend to ignite competition in Hong Kong

Swire Coca-Cola takes customer engagement to new heights with its Coke+ loyalty programme

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 42 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 43 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 52 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice drinks gain popularity as consumers seek naturally sweet options for hydration
Kagome leverages health-conscious trend to retain leadership of 100% juice in Hong Kong

iF retains lead in coconut and other plant waters, while expanding its footprint to mainland China

PROSPECTS AND OPPORTUNITIES

Juice in Hong Kong requires product innovation to navigate future challenges

Consumers with active lifestyles likely to favour health-positioned juice options

Resurgence of e-commerce in Hong Kong is expected over the forecast period

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 54 Off-trade Sales of Juice by Category: Value 2018-2023

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 62 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 63 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 64 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hydration needs rise as outdoor activities resume after easing of pandemic restrictions

Still bottled water as an ideal choice for hydration sees the fastest rebound

Plastic bottle packaging rises again as consumers embrace active lifestyles

PROSPECTS AND OPPORTUNITIES

Bottled water sales to continue benefiting from the return to normal routines

Flavoured bottled water expected to grow, driven by proactive product innovation

Developing alternative channels for sustainable growth

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 74 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 75 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 76 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for sports drinks driven by hydration needs and impulse purchases

Demand for reduced sugar sports drinks is on the rise

Pocari Sweat's successful marketing strategies help it to retain leading position

PROSPECTS AND OPPORTUNITIES

Expected future growth of sports drinks in Hong Kong

Brands must consider impact of consumers' spending habits in Shenzhen

Brands likely to launch more affordable options to mitigate threat from sports drinks with low price positioning

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 86 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 87 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 88 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing recovery and shifts in demand for energy drinks in 2023

New product launch and availability of affordable options drive growth of reduced sugar energy drinks

Focus on fruit flavours, Red Bull retains leadership with the launch of Apricot edition

PROSPECTS AND OPPORTUNITIES

Positive outlook for energy drinks and emphasis on reduced sugar variants

Energy drinks to embrace opportunity offered by impulse purchasing behaviour

Growing niche brands could disrupt energy drinks

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 98 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 99 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 100 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant demand presents challenges for concentrates in Hong Kong

Pocari Sweat's distribution strategy via convenience stores aids share gain

PROSPECTS AND OPPORTUNITIES

Sluggish demand and lack of product attention to impact concentrates

Negative perception mitigates future growth potential

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 103 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 110 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 111 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 112 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 114 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 115 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revitalised city and active lifestyles drive sales growth of RTD tea in 2023

Carbonated RTD tea and kombucha gains momentum as Hong Kong embraces healthy and active lifestyles

Vitasoy revitalises brand image and leads RTD tea with refreshing appeal

PROSPECTS AND OPPORTUNITIES

Promising growth for RTD tea amid external challenges

New laws suggest a future threat to plastic packaging

Balancing channel dynamics and competition for sustainable growth

CATEGORY DATA

Table 116 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 117 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 118 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 119 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 120 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 126 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 127 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth
2023-2028

Table 128 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth
2023-2028

RTD COFFEE IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Capitalising on energy needs and affordability amid economic conditions

Plastic bottles gain traction but could be challenged by sustainability concerns

RTD coffee adapts to changing consumer preferences and channel dynamics

PROSPECTS AND OPPORTUNITIES

RTD coffee goes premium amid threat from on-trade channel

Understanding future potential by evaluating threat from neighbouring cities and tourist
destinations

Evolving consumer preferences and the rise of sweetened RTD coffee

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 130 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 138 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 139 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 140 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

ASIAN SPECIALITY DRINKS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for Asian speciality drinks driven by health-conscious consumers and the return of tourists

Hung Fok Tong's proactive product and marketing strategy gains attention of returning tourists

PROSPECTS AND OPPORTUNITIES

Asian speciality drinks set for steady growth, driven by recovering tourist flows and health-conscious consumers

Navigating sustainability challenges and packaging alternatives

CATEGORY DATA

Table 141 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 142 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 143 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 144 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 145 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023

Table 146 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023

Table 147 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023

Table 148 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 149 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 150 Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 151 Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028

Table 152 Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

I would like to order

Product name: Soft Drinks in Hong Kong, China

Product link: <https://marketpublishers.com/r/S12BCC17A89EN.html>

Price: US\$ 2,100.00 (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/S12BCC17A89EN.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