

# Spirits in Hong Kong, China

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## Abstracts

In 2022, total volume sales of spirits recovered from the pandemic-battered year in 2020, returning to the above the pre-pandemic level of sales. All types of spirits saw growth due to the easing and then removal of pandemic restrictions by the government. Both on-trade and off-trade outlets saw remarkable growth as the city gradually returned to normal. Popular spirits such as gin and tequila were sold in large quantities every night in Hong Kong's popular drinking areas as the government lifte...

Euromonitor International's Spirits 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:** Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

## Why buy this report?

Get a detailed picture of the Spirits 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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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

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Locally produced spirits will continue to do well

Removal of pandemic restrictions to bolster sales of spirits

Sustainability rapidly becoming a major trend

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