

Sports Drinks in Hong Kong, China

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Abstracts

Sports drinks continues to record good growth momentum through off-trade in 2022, outperforming the industry average in Hong Kong. Post-pandemic, an increasing number of local consumers are focusing on their health and wellbeing and engaging in more frequent exercise. According to Euromonitor International's Voice of the Consumer: Lifestyle Survey, 26% of Hong Kong respondents regularly take part in intensive physical activities on a weekly basis in 2022, a surge compared to 8% surveyed in 2019.

Euromonitor International's Sports 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 (2017-2021), 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 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular 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 Sports 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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