

Rtds in Hong Kong, China

Market Direction | 2022-06-29 | 22 pages | Euromonitor

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Report description:

RTDs witnessed a significant improvement in on-trade sales in 2021 as social distancing measures gradually relaxed during the year, leading to increasing numbers of local consumers returning to bars and pubs (which were permitted to resume normal operations later in the year), due to pent-up demand. Nevertheless, on-trade volume sales remained significantly lower than pre-pandemic levels in 2021, as bars were not able to operate at normal levels in the first half of the year, thus hampering a st...

Euromonitor International's RTDs 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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Unique and seasonal flavoured RTDs most popular with local consumers

Cocktail bars disrupt the local market

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