

## **Spirits in Hong Kong, China**

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

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### **Report description:**

Overall consumption of spirits in 2021 witnessed promising signs of recovery from the pandemic-battered year of 2020 which recorded notable declines, with a range of spirits recording positive growth due to the lower impact of COVID-19. On-trade experienced a particularly strong performance, due to Hong Kong's rollout of its vaccination programme, resulting in lower cases of the virus. This resulted in an easing of restrictions and consumers returning to on-trade establishments due to pent-up de...

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 (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: 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Improving on-trade consumption of spirits in 2021 due to lower impact of pandemic

Resurgence for cognac as marketing campaigns ramp up

Resumption of out-of-home consumption as pandemic restrictions are relaxed

#### PROSPECTS AND OPPORTUNITIES

COVID-19 spike in early 2022 a concern for producers, but unlikely to have significant impact

Non-alcoholic spirits has potential to gain traction in line with rising health and wellness awareness

Sustainability rapidly becoming a major trend in spirits

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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