

**Alcoholic Drinks in Hong Kong, China**

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**Report description:**

Alcoholic drinks in Hong Kong witnessed an overall rapid rebound in total volume sales in 2021 as the majority of restaurants were largely unaffected by social distancing measures. While alcoholic drinks outlets were unable to operate past midnight due to government regulations, the fact they were able to conduct business at all meant that off-trade sales also witnessed further sales growth. In addition, the continuance of emerging trends from 2020 such as a further shift to e-commerce meant tha...

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

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

**Why buy this report?**

- \* Get a detailed picture of the Alcoholic 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.

## Table of Contents:

Alcoholic Drinks in Hong Kong, China

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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN HONG KONG, CHINA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

##### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Outlook

##### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

##### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

BEER IN HONG KONG, CHINA

## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Improving on-trade beer sales combined with a strong performance from off-trade leads to recovery in total volume terms in 2021

Consumers seek local flavours

Health and wellness in the spotlight

## PROSPECTS AND OPPORTUNITIES

Beer sales to remain strong despite lingering impact of pandemic

Leading players to retain strong positions in beer

Non-alcoholic beer set to boom as consumers focus on health

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 18 Number of Breweries 2016-2021

## CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2016-2021

Table 20 Sales of Beer by Category: Total Value 2016-2021

Table 21 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 27 □Sales of Beer by Craft vs Standard 2016-2021

Table 28 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 30 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 31 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 32 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN HONG KONG, CHINA

## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Major improvement for local wine consumption as pandemic situation improves

Traditional drinks specialists and e-commerce drive further off-trade growth

Sake continues to grow in popularity

#### PROSPECTS AND OPPORTUNITIES

Wine to record slowing demand in 2022 but solid growth expected over forecast period as a whole

Sustainable wine to be of growing importance to local consumers

Further growth potential for sake as new brands continue to enter

#### CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2016-2021

Table 36 Sales of Wine by Category: Total Value 2016-2021

Table 37 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 38 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 50 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 51 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 56 □GBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 57 □NBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 58 □LBN Brand Shares of Non-grape Wine: % Total Volume 2018-2021

Table 59 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 60 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

#### SPIRITS IN HONG KONG, CHINA

#### 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

Summary 4 Benchmark Brands 2021

## CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2016-2021  
Table 64 Sales of Spirits by Category: Total Value 2016-2021  
Table 65 Sales of Spirits by Category: % Total Volume Growth 2016-2021  
Table 66 Sales of Spirits by Category: % Total Value Growth 2016-2021  
Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021  
Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021  
Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021  
Table 72 □Sales of White Rum by Price Platform: % Total Volume 2016-2021  
Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021  
Table 74 □Sales of English Gin by Price Platform: % Total Volume 2016-2021  
Table 75 □Sales of Vodka by Price Platform: % Total Volume 2016-2021  
Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021  
Table 77 □GBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 78 □NBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 79 □LBN Brand Shares of Spirits: % Total Volume 2018-2021  
Table 80 □Forecast Sales of Spirits by Category: Total Volume 2021-2026  
Table 81 □Forecast Sales of Spirits by Category: Total Value 2021-2026  
Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026  
Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

## CIDER/PERRY IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand for cider/perry increases in 2021 as impact of COVID-19 weakens

Flavour variety expands due to increasing number of imported brands

Cider/perry increasingly popular with consumers concerned about health and wellness, and sustainability

#### PROSPECTS AND OPPORTUNITIES

Cider/perry growth to remain stable despite surge in virus cases in 2022

Local/unique flavours can attract younger adults

Craft cider offers breakthrough potential in line with trends witnessed in craft beer

## CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2016-2021  
Table 85 Sales of Cider/Perry: Total Value 2016-2021  
Table 86 Sales of Cider/Perry: % Total Volume Growth 2016-2021  
Table 87 Sales of Cider/Perry: % Total Value Growth 2016-2021  
Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021  
Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021  
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021  
Table 93 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021  
Table 94 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021  
Table 95 □Forecast Sales of Cider/Perry: Total Volume 2021-2026  
Table 96 □Forecast Sales of Cider/Perry: Total Value 2021-2026  
Table 97 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 98 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Further home consumption and easing of pandemic restrictions for on-trade combine to drive recovery of RTDs

Unique and seasonal flavoured RTDs most popular with local consumers

Cocktail bars disrupt the local market

PROSPECTS AND OPPORTUNITIES

Further strong demand to continue to be driven by off-trade sales

Bars likely to further penetrate category as additional revenue source with premium offers

RTDs to see significant innovation in future

CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2016-2021

Table 100 Sales of RTDs by Category: Total Value 2016-2021

Table 101 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 102 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 107 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 108 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 109 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 110 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 111 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 112 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 113 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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