

Alcoholic Drinks in Hong Kong, China

Market Direction | 2022-06-29 | 71 pages | Euromonitor

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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.

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Euromonitor International
July 2022

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