

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

Market Direction | 2022-06-29 | 31 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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## Table of Contents:

Spirits in Hong Kong, China  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### 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 1      Benchmark Brands 2021

##### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

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

#### ALCOHOLIC DRINKS IN HONG KONG, CHINA

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## 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?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2015-2021

## TAXATION AND DUTY LEVIES

Summary 2 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 23 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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## SOURCES

Summary 3 Research Sources

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