

Wine in Hong Kong, China

Market Direction | 2022-06-29 | 31 pages | Euromonitor

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Report description:

Wine recorded a significant improvement in total demand in late 2021 due to the relaxed social distancing measures in the city. The new relaxed policies resulted in many consumers hosting weddings and other major events in their lives that had been delayed due to the pandemic, thus leading to greater sales for sparkling wine such as champagne. Catering businesses were a beneficiary of this scenario, as they were able to remain in business for most of 2021, while local on-trade businesses also wi...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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Traditional drinks specialists and e-commerce drive further off-trade growth

Sake continues to grow in popularity

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Further growth potential for sake as new brands continue to enter

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