

Energy Drinks in Hong Kong, China

Market Direction | 2022-11-24 | 29 pages | Euromonitor

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Report description:

Despite the impact of the fifth wave of the pandemic on foodservice establishments such as cafes and restaurants in the first half of 2022, energy drinks was not hugely affected by the loss of footfall, as a notable segment of employees continued to purchase energy drinks through off-trade to boost their energy levels whilst working remotely from home. Therefore, the category is set to record moderate volume growth over 2022. Leading brand Red Bull remains top of mind for many local consumers, r...

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

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy 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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New flavour development to attract non-core consumers

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