

Juice in Hong Kong, China

Market Direction | 2022-11-24 | 33 pages | Euromonitor

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Report description:

Demand for juice is declining in 2022 following the previous year's strong performance, through both off-trade and on-trade channels. The fifth wave of the pandemic earlier in the year resulted in minimal traffic on the streets, impacting demand through foodservice. Furthermore, due to heightened health awareness, many local consumers are now more aware of the food and drinks that they choose. Packaged juice in Hong Kong is traditionally perceived as containing higher sugar levels, and has stron...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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