

## **Hot Drinks in Hong Kong, China**

Market Direction | 2022-12-16 | 37 pages | Euromonitor

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### **Report description:**

Demand for hot drinks continues to grow through retail in 2022, despite a challenging environment in Hong Kong where consumers are shifting their attention to foodservice in line with an easing of restrictions, especially for fresh coffee. This shift can be attributed to the transformation of local consumer tastes as they start to seek greater variety and more sophisticated flavours from different origins. They also increasingly consider the consumption of hot drinks as an experience and an oppo...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

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Euromonitor International  
December 2022

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Rising sophistication evident in greater demand for fresh coffee beans

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