

Wine in Hong Kong, China

Market Direction | 2023-06-22 | 30 pages | Euromonitor

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Report description:

Fine wines and champagnes saw notable growth in 2022, due to the removal of social distancing measures in the city. The city's reopening was the catalyst for many locals who wanted to host large-scale events and banquets, such as weddings and celebratory dinners, thus leading the local consumer base to buy more products for these events. Catering businesses were also a beneficiary of this trend, as the release of pent-up demand ensured their services were in high demand. Local businesses serving...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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EXECUTIVE SUMMARY

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