

Rtds in Hong Kong, China

Market Direction | 2023-06-22 | 23 pages | Euromonitor

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Report description:

RTDs maintained total volume growth in 2022, with sales recovering to the pre-pandemic level in this year. Sales are projected to increase further as life in Hong Kong gradually returns to normal. On-trade volume sales increased in 2022, with outlets seeing a rise in footfall as the pandemic situation improved, leading more people to go out to bars and pubs for enjoyment. This led many bars and other on-trade establishments to resume their pre-pandemic operating hours, which allowed on-trade sal...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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