

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

Market Direction | 2023-12-20 | 23 pages | Euromonitor

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### **Report description:**

The convenience factor in other hot drinks is becoming increasingly evident, with the emergence of pods in the local market. Brands such as Horlicks, Maltesers, Nescafe Dolce Gusto, and PODiSTA are offering malt-based and chocolate-based flavoured powder drinks in a pod format, which can be used with pod coffee machines. Horlicks and Maltesers have produced pods for their own brands that are pre-measured portions for individual servings and marketed as compatible with Nescafe Dolce Gusto machine...

Euromonitor International's Other 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 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

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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Convenience aspect evident through the emergence of pods within other hot drinks

Increasing accessibility of hot chocolate through the grab-and-go concept

Retail brands penetrate foodservice by collaborating with established channel players

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Premiumisation trend will persist due to polarising consumption behaviour

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