

HW Hot Drinks in Hong Kong, China

Market Direction | 2023-11-08 | 11 pages | Euromonitor

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Report description:

The pandemic resulted in heightened health and wellness awareness among local consumers, which has led to them reducing their intake of certain ingredients detrimental to their health, such as sugar, fat and salt. This trend continued to drive demand for low sugar and no added sugar hot drinks. This is particularly evident in low sugar coffee and no added sugar tea. The SKU range of fruit/herbal tea is continuously growing in premium supermarkets such as Marketplace and Taste.

Euromonitor International's HW Hot Drinks in Hong Kong, China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN HONG KONG, CHINA

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2022 DEVELOPMENTS

Rising health awareness and changing attitudes drive demand for low and no added sugar

Good source of vitamins is leading claim as consumers search for fortified hot drinks

Digestive health driven by demand for varied health benefits

PROSPECTS AND OPPORTUNITIES

Hot drinks to see increasing premiumisation, mainly driven by consumer willingness to pay more for health-specific claims

Natural and organic offer further growth potential in hot drinks driven by move away from artificial ingredients

Energy boosting to see sustained demand

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HEALTH AND WELLNESS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Overview

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