

## **HW Soft Drinks in Hong Kong, China**

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

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### **Report description:**

Since the pandemic, local consumers have become extremely aware of the importance of health and wellness. According to Euromonitor International's Voice of the Consumer: Lifestyles Survey 2022, 71% of Hong Kong respondents stated that they participate in physical exercise at least weekly, and 62% of Hong Kong respondents stated that they take health supplements or vitamins at least weekly, up 18 percentage points and seven percentage points, respectively compared to 2019. It is increasingly evident...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports 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 HW Soft 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

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Euromonitor International  
January 2024

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#### HW SOFT DRINKS IN HONG KONG, CHINA

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##### 2022 DEVELOPMENTS

RTD herbal tea gains traction with heightened health and wellness awareness among local consumers

Natural is leading claim despite marginal decline in demand

Niche of bone and joint health finds growing significance in health and wellness soft drinks

##### PROSPECTS AND OPPORTUNITIES

Functional soft drinks as a major driver over the forecast period

No sugar offers further growth potential in soft drinks, driven by general health concerns over impact of high sugar intake

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#### HEALTH AND WELLNESS IN HONG KONG, CHINA

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Overview

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