

**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 evid...

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

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.

## **Table of Contents:**

HW Soft Drinks in Hong Kong, China  
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### List Of Contents And Tables

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

##### KEY DATA FINDINGS

##### 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

Lactose free to see further growth over forecast period

##### CATEGORY DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

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

##### EXECUTIVE SUMMARY

Overview

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