

## **Energy Drinks in Hong Kong, China**

Market Direction | 2024-04-16 | 28 pages | Euromonitor

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### **Report description:**

Off-trade demand for energy drinks in Hong Kong continued to move towards recovery in 2023 following the lifting of COVID-19 restrictions. The resumption of foot traffic and the return to office work resulted in greater demand for an energy boost among local consumers. As they adapted to busy working schedules and social lifestyles once again, there was a greater need to maintain energy levels to sustain daily activities compared to the stay-at-home behaviour during the pandemic period.

Euromonitor International's Energy 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Euromonitor International  
April 2024

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