

## **RTD Coffee in Hong Kong, China**

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### **Report description:**

RTD coffee in Hong Kong regained growth momentum in 2023 to fully recover in off-trade volume terms to pre-pandemic levels. Its performance was driven by several key factors that aligned with changing consumer behaviour and economic conditions. With the lifting of COVID-19 restrictions, the return of office workers resulted in greater demand for an energy boost, particularly in the morning and afternoon. Local office workers commonly purchase a cup of coffee to kickstart their busy working day,...

Euromonitor International's RTD Coffee 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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