

Soft Drinks in Hong Kong, China

Market Direction | 2024-04-16 | 95 pages | Euromonitor

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Report description:

In 2023, total volume sales of soft drinks in Hong Kong returned to growth, driven by the return of foot traffic and tourists following the lifting of COVID-19 restrictions in late 2022. This resurgence in foot traffic resulted in increased sales through various distribution channels, including branded stores, convenience stores, vending, and forecourt retailers. Consumers, eager to embrace active lifestyles once again, indulged in impulse purchases while spending greater time outside of their h...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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.

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Euromonitor International
April 2024

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