

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

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

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### **Report description:**

In 2023, off-trade volume sales of sports drinks in Hong Kong experienced a full recovery to pre-pandemic following the lifting of COVID-19 restrictions in late 2022. With the resumption of sports and exercise routines, consumers increasingly turned to sports drinks to fulfil their hydration needs, making it the ideal beverage choice for active individuals. This resurgence in demand has been accompanied by a surge in impulse purchases, particularly through convenience stores and small local groc...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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