

## **Asian Speciality Drinks in Hong Kong, China**

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

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### **Report description:**

Asian speciality drinks in Hong Kong, particularly herbal teas focusing on health benefits, regained growth momentum in 2023 as tourists returned following the easing of travel restrictions in late 2022. This presented an opportunity for brands to boost their sales by attracting the attention of both tourists and domestic consumers. They launched marketing campaigns and introduced new products during the year to capitalise on this recovery and drive consumer interest.

Euromonitor International's Asian Speciality 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.

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

Why buy this report?

- \* Get a detailed picture of the Asian Speciality 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.

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