

## **Juice in Hong Kong, China**

Market Direction | 2024-04-16 | 32 pages | Euromonitor

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### **Report description:**

Since the lifting of COVID-19 restrictions in late 2022, juice in Hong Kong has demonstrated a steady recovery. However, unlike other soft drinks categories, juice has not benefited as much from the resumption of tourist flows and increased foot traffic on the streets. The reason behind this lies in how juice is perceived as a healthy beverage that offers specific benefits to consumers; hydration is not the primary purpose when purchasing juice. Consequently, compared to bottled water and sports...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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May 2024

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Kagome leverages health-conscious trend to retain leadership of 100% juice in Hong Kong

iF retains lead in coconut and other plant waters, while expanding its footprint to mainland China

##### PROSPECTS AND OPPORTUNITIES

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