

Alcoholic Drinks in Hong Kong, China

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Report description:

Alcoholic drinks in Hong Kong continued to record a positive performance in 2023 via both on-trade and off-trade channels, yet the expected pace of recovery lagged compared to the previous year's estimates, impacted by a sluggish local economy. Despite this challenge, sales continued to rise following the removal of travel restrictions and the number of events that Hong Kong hosted during the year, attracting inbound arrivals and local consumers alike.

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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