

**Beer in Hong Kong, China**

Market Direction | 2024-06-19 | 29 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Beer in Hong Kong recorded solid volume growth in 2023 through both off-trade and on-trade channels, fuelled by the gradual recovery of the economy and an increase in the number of large public events and gatherings being hosted following the easing of restrictions earlier in the year. On-trade beer sales continued their post-pandemic recovery at a noticeable, albeit slower-than-expected, pace at the beginning of the year due to the lagging number of inbound arrivals, but gained momentum in the...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

**Why buy this report?**

- \* Get a detailed picture of the Beer 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Beer in Hong Kong, China  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### BEER IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

On-trade beer continues recovery as rising number of public events pushes up totals

Local consumers increasingly prefer craft beer due to familiarity of flavours

Health and wellness awareness and initiatives drive non alcoholic beer's growth

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for beer as category continues to innovate and expand

Leading players to maintain positions, but local breweries will gain popularity

Health and wellness marks consumer shift towards non alcoholic beer

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2023

Table 1 Number of Breweries 2018-2023

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2018-2023

Table 3 Sales of Beer by Category: Total Value 2018-2023

Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 Sales of Beer by Craft vs Standard 2018-2023

Table 11 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

#### ALCOHOLIC DRINKS IN HONG KONG, CHINA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Legislation

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 18 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

**Beer in Hong Kong, China**

Market Direction | 2024-06-19 | 29 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)