

Beer in Hong Kong, China

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

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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.

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BEER IN HONG KONG, CHINA

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Local consumers increasingly prefer craft beer due to familiarity of flavours

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