

Rtds in Hong Kong, China

Market Direction | 2024-06-19 | 23 pages | Euromonitor

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Report description:

RTDs in Hong Kong recorded significant on-trade volume growth as pandemic restrictions were fully removed in early 2023, leading to an increasing number of consumers visiting bars and clubs to socialise. At-home parties also remained popular as a lingering trend from the pandemic era. Demand was further supported by a rising number of events, such as concerts and festivals, being held in Hong Kong over the past year. This led to many bars and other establishments resuming pre-pandemic operating...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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