

## **Spirits in Hong Kong, China**

Market Direction | 2024-06-19 | 30 pages | Euromonitor

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### **Report description:**

Total volume sales of spirits in Hong Kong continued to rise in 2023, as tourists and expatriates gradually returned to the city, while an increase in the number of banquets hosted and public festivals, concerts, and events helped to drive up demand. Both on-trade and off-trade outlets witnessed an upturn as the city gradually returned to normal after reopening, with traditionally popular spirits such as whiskies and vodka sold in large quantities during peak event hours. The resumption of major...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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Euromonitor International  
June 2024

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