

## **Drinking Milk Products in Hong Kong, China**

Market Direction | 2024-08-06 | 20 pages | Euromonitor

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### **Report description:**

The lingering effects of inflation, combined with a constant rise in the cost of living in Hong Kong, have prompted a notable shift in consumer behaviour within the retail landscape. Faced with the pressure of higher everyday expenses, local consumers are becoming increasingly conscious and discerning in their spending patterns, particularly when it comes to grocery and daily purchases.

Euromonitor International's Drinking Milk Products in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Drinking Milk Products 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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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Drinking Milk Products in Hong Kong, China  
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August 2024

List Of Contents And Tables

**DRINKING MILK PRODUCTS IN HONG KONG, CHINA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Consumers embrace shelf stable milk and private label amid cost-of-living pressures  
Shifting demographics reshape drinking milk landscape as mainland brands gain traction  
Flourishing foodservice demand fuels drinking milk consumption

**PROSPECTS AND OPPORTUNITIES**

Consumers prioritise quality over low prices despite cost-of-living concerns  
Intensifying competition, pricing pressures, and evolving consumer preferences

**CATEGORY DATA**

- Table 1 Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

**DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA**

**EXECUTIVE SUMMARY**

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

**MARKET DATA**

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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