

## **Fine Wines/Champagne and Spirits in Hong Kong, China**

Market Direction | 2024-10-23 | 22 pages | Euromonitor

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### **Report description:**

Retail value sales of fine wines/champagne and spirits are set to grow by 4% in current terms in Hong Kong in 2024 to total HKD1.1 billion. The year is set to see sales finally exceed the level seen prior to the outbreak of COVID-19 in both volume and value terms, with enjoying a drink with friends having reasserted itself as a priority leisure activity in Hong Kong since the pandemic. The return of weddings and other important life events has also led to a rise in consumption of fine champagne...

Euromonitor International's Fine Wines/Champagne and Spirits in Hong Kong, China report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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.

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Fine wines remains the largest subcategory

Moët Hennessy Diageo Hong Kong Ltd retains lead despite share decline

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