

Asian Speciality Drinks in Hong Kong, China

Market Direction | 2024-11-19 | 29 pages | Euromonitor

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Report description:

A rising focus on reduced sugar content is gaining traction across beverages in Hong Kong, and Asian speciality drinks is no exception. Leading category player Hung Fook Tong has successfully differentiated its products by updating the packaging of its range of beverages to clearly indicate that they contain no added sugars or artificial ingredients. The range of newly packaged drinks features existing beverages which are especially popular in the summer, due to their ingredients that effectivel...

Euromonitor International's Asian Speciality Drinks 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Asian Speciality Drinks 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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