

Juice in Hong Kong, China

Market Direction | 2024-11-19 | 33 pages | Euromonitor

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Report description:

Off-trade demand for juice in Hong Kong is steadily recovering, primarily driven by product development from Japanese imports that provide novel experiences for local consumers. The resurgence of juice pouches and fruit smoothies is contributing to positive, albeit undynamic growth, particularly within 100% juice. On the other hand, juice drinks (up to 24%) offers consumers an alternative for hydration purposes, with natural sweetness and enjoyable flavour experiences. The popularity of these ju...

Euromonitor International's Juice 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.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- * Get a detailed picture of the Juice 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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