

RTD Coffee in Hong Kong, China

Market Direction | 2024-11-19 | 30 pages | Euromonitor

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Report description:

RTD coffee in Hong Kong has made a strong recovery, fuelled by the return of full-time workers in need of an energy boost and relatively attractive pricing via off-trade. Many local office workers are increasingly finding on-trade coffee prices unreasonable, making RTD coffee a more economical alternative, often at nearly half the cost. As the prices of everyday items rise, consumers are increasingly swayed by value discounts, often choosing the best deals or new products that provide unique exp...

Euromonitor International's RTD Coffee 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 RTD Coffee 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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