

## **Soft Drinks in Hong Kong, China**

Market Direction | 2024-11-19 | 99 pages | Euromonitor

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### **Report description:**

Soft drinks in Hong Kong is experiencing stable growth rates in 2024. However, Hong Kong's slow economic recovery means that value and volume sales for on-trade beverages have yet to return to pre-pandemic levels, primarily due to increased prices impacting both tourists and local consumers. Meanwhile, the off-trade channel is witnessing heightened competition, driven by novel product developments aimed at generating consumer interest amid an increasingly challenging economic outlook. The surge...

Euromonitor International's Soft 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.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

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

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

**Table of Contents:**

Soft Drinks in Hong Kong, China  
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List Of Contents And Tables

**SOFT DRINKS IN HONG KONG, CHINA**

**EXECUTIVE SUMMARY**

Soft drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

**MARKET DATA**

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 15 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
- Table 16 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 17 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 18 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 19 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 20 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 21 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 22 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 23 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 24 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 25 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 26 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 27 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 28 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

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Table 29 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Hong Kong, China

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## CARBONATES IN HONG KONG, CHINA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Juice brands expand into non-cola carbonates

Reduced sugar's growth continues to drive development of functional carbonates

Swire Coca-Cola drives sustainability efforts

### PROSPECTS AND OPPORTUNITIES

Functional carbonates offer growth potential over forecast period

Japanese imports to increase competition in local market

Channel shifts as consumers navigate rising cost of living

### CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

## JUICE IN HONG KONG, CHINA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

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Off-trade sales of juice remain steady but undynamic  
Resurgence of juice in aluminium pouch format  
Coconut and other plant waters sees product innovation

#### PROSPECTS AND OPPORTUNITIES

Orange juice supply chain issues  
Private label set to regain share in juice  
Shifts in distribution behaviour to impact juice

#### CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024  
Table 58 Off-trade Sales of Juice by Category: Value 2019-2024  
Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024  
Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024  
Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024  
Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024  
Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024  
Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024  
Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029  
Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029  
Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029  
Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

#### BOTTLED WATER IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Niche of sparkling flavoured bottled water a strong performer  
Functional bottled water continues to gain traction  
Bonaqua leads sustainability innovation among bottled water brands

#### PROSPECTS AND OPPORTUNITIES

Bottled water set for stable growth over forecast period  
Expected growth potential from tourists falls short  
Advanced sustainability of bottled water brands

#### CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024  
Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024  
Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024  
Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024  
Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024  
Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024  
Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024  
Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024  
Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029  
Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029  
Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029  
Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

#### SPORTS DRINKS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Labelling key to driving growth of sport drinks

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Heightened competition from international imports

New entrants offer unique formulations to generate consumer interest

#### PROSPECTS AND OPPORTUNITIES

Steady growth for sports drinks with category set for innovation

Shift in consumer spending towards Shenzhen presents challenges for local brands

Reduced sugar and no calories offer potential development for sports drinks

#### CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

#### ENERGY DRINKS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Energy drinks increasingly offers specific health functionalities

Lucozade revamps brand through packaging changes

Red Bull retains strong leadership of energy drinks

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar variants marketed as zero calories to drive growth for energy drinks

Growth to be sustained by lifestyles of younger consumers

Energy drinks set to incorporate better for you ingredients

#### CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

#### CONCENTRATES IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Value sales of liquid concentrates sustained by reduced sugar positioning

Functional powder concentrates diversify into consumer health

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Powder concentrates for muscle recovery offers growth potential

#### PROSPECTS AND OPPORTUNITIES

Competition as RTD vinegar drinks emerge in local market

New product development needed to drive future growth of powder format

#### CATEGORY DATA

##### Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

#### RTD TEA IN HONG KONG, CHINA

#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Reduced sugar generates consumer interest in competitive landscape

Carbonated RTD tea and kombucha remains dynamic performer

On-trade players diversify revenue into RTD sales

#### PROSPECTS AND OPPORTUNITIES

Resurgence for traditional classics due to nostalgia trend

Functional labelling of health benefits to drive sales

RTD milk tea to gain greater traction

#### CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

#### RTD COFFEE IN HONG KONG, CHINA

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

New product development in RTD coffee to attract consumer spending

Packaging changes help to generate volume sales

Functional coffee emerges as innovative product development

### PROSPECTS AND OPPORTUNITIES

Increasing competition as on-trade players continue to diversify into RTD coffee

Sparkling cold brew coffee emerges as a niche

Japanese RTD coffee brands to increase competition

### CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

## ASIAN SPECIALITY DRINKS IN HONG KONG, CHINA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

No sugar label emphasised in Asian speciality drinks

New international entrants to local market

### PROSPECTS AND OPPORTUNITIES

Steady growth for Asian speciality drinks over the forecast period

Collaborations between brands and new product development to encourage impulse purchases

### CATEGORY DATA

Table 145 Off-trade Sales of Asian Speciality Drinks: Volume 2019-2024

Table 146 Off-trade Sales of Asian Speciality Drinks: Value 2019-2024

Table 147 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2019-2024

Table 148 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2019-2024

Table 149 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2024

Table 150 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2024

Table 151 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2020-2024

Table 152 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2021-2024

Table 153 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2024-2029

Table 154 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2024-2029

Table 155 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2024-2029

Table 156 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2024-2029

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